

THE COIN MACHINE REVIEW

February, 1946

THE PHONOGRAPH FOR

'46

A M C

and all the years to follow!

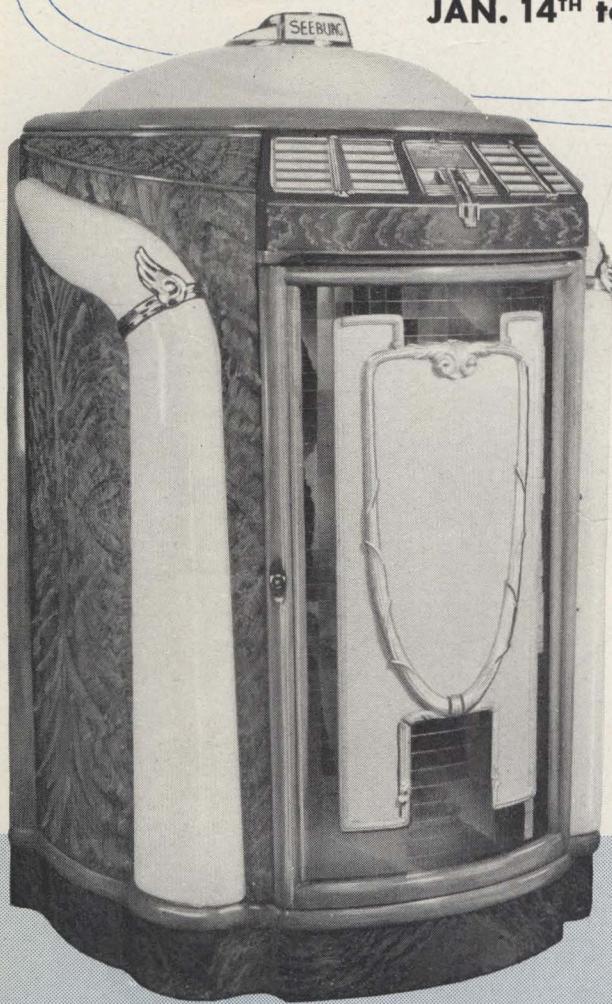


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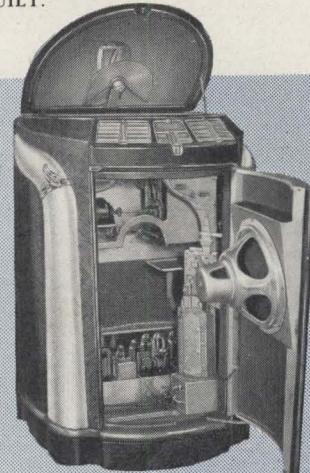
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SEE IT! HEAR IT! THE MARVELOUS NEW SEEBURG
SCIENTIFIC SOUND DISTRIBUTION MUSIC SYSTEMS

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SEEBURG DISTRIBUTOR
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1902 DEPENDABLE MECHANISMS 1946
J. P. SEEBURG CORP. • CHICAGO



Open View

Ready accessibility for efficient servicing. This view emphasizes the scientifically tilted 15-inch speaker that provides EAR LEVEL SOUND DISTRIBUTION. The non-breakable ILLUMINATED PLEXIGLASS chrome trimmed dome top is so light in weight that it is easily opened to the position shown by a "flick" of your smallest finger.

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NEW HORIZONS ***

MILLS INTERNATIONAL



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FOR
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1946

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LONG ISLAND CITY 1, NEW YORK

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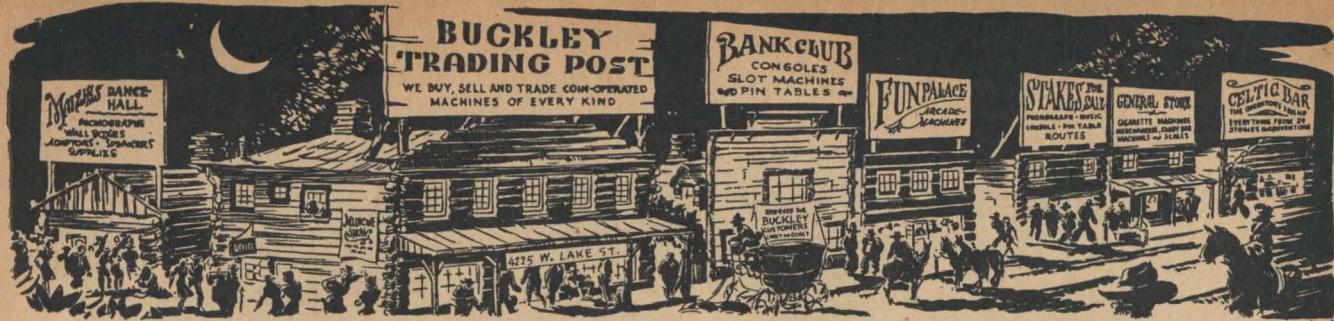
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* TRADE MARK



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REBUILT AND REFINISHED
LOOK AND OPERATE LIKE NEW

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BLUE FRONTS
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GOLD CHROMES
ORIGINAL CHROMES

FACTORY REBUILT—NEW CASTINGS
NEW CABINETS—LATEST FEATURES

All Machines Sold On 30 Days' Guarantee

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**GAMES
IN '46**

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IN POPULAR APPEAL . . .

IN PERFORMANCE . . .

IN EARNINGS . . .

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1140 NORTH KOSTNER AVE.

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CORDS • WIRES CABLES

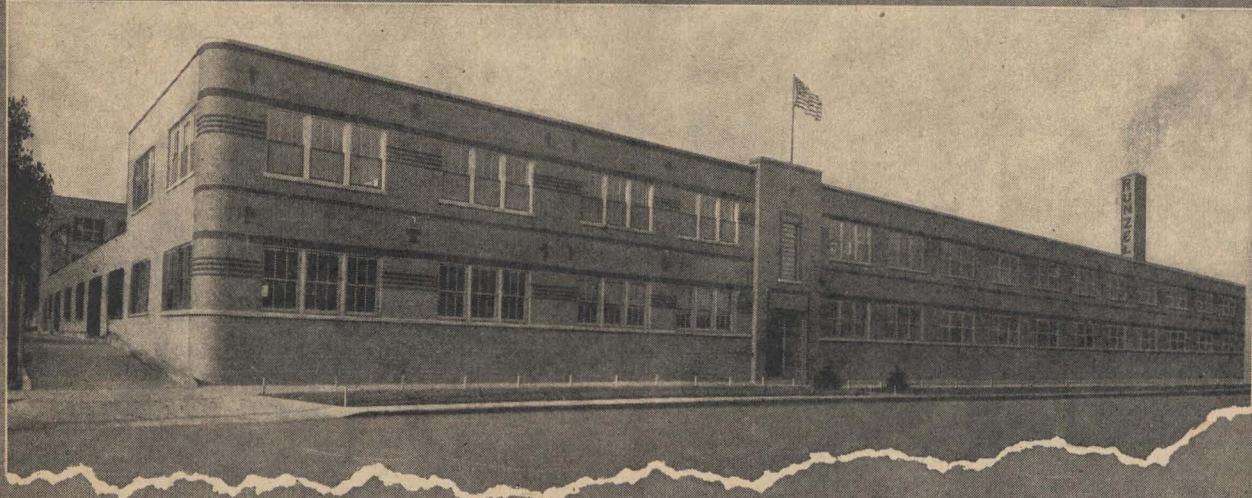
IS READY



This battery of cord braiding machines, carefully watched over by especially trained inspectors, is one of the typical operations necessary to making a good product.

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Soldering terminals on cords requires not only skill, but painstaking effort and patience, supplied by these trained operators.

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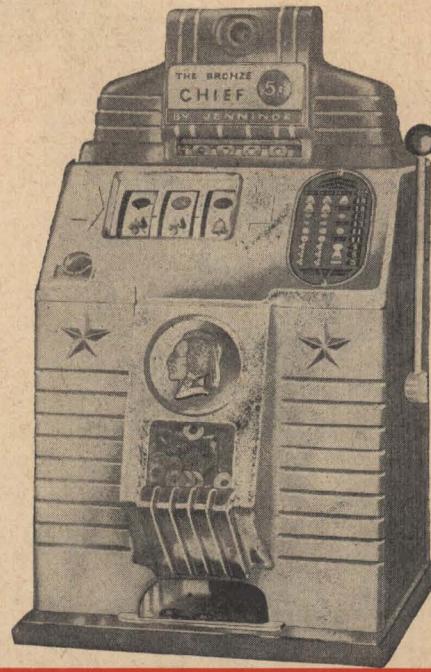
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EXPERT WORKMANSHIP
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CHICAGO COIN GOALEE
BUCKLEY MUSIC SYSTEM
BOXES AND PARTS
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The only Skee Alley Game that offers real skilled competition because player can increase his score by rolling ball into the revolving barrel instead of just playing the field. Location tests prove the appeal of this well constructed and beautifully designed legal game.



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LOS ANGELES

Check These PROFIT-PRODUCING FEATURES:

- 10' 6" long (two sections)
- A tried & tested winner on location
- Revolving Barrel supplies keen score competition
- Beautifully finished with chrome trim
- Fool proof ball release
- Custom Built by cabinet makers
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3 PROFIT-PRODUCERS
by Bally
“VICTORY DERBY”

Tried—proven—tested! Here is the first game to come off the Bally production line . . . and what a WOW of a game it is! A One-Ball Multiple Pay Table that gets—AND HOLDS—the play . . . a fact positively proven by exhaustive tests. This game is on display in our Showrooms and is ready for immediate delivery.

“VICTORY SPECIAL”

A One-Ball Multiple Free Play game that is a honey! Plenty of flash, action, color, lights, suspense! A real money-maker on location. See it!—Buy it!—Spot it! . . . AND PROFIT!!!

“UNDERSEA RAIDER”

Simulated battle conditions of a submerged sub make this upright game excitingly different. Player enjoys all the thrills of firing under typical battle conditions—plus the added thrill of handling the periscope. Come in and see this unusual game today. Immediate deliveries.



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BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

KEENEY RECONDITIONED SUPER BELLS

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

Keeney 4-Way 5c-5c-5c-5c P.O.	\$475.00
Keeney 4-Way 5c-5c-25c P.O.	575.00
Keeney Super Bell 25c (Comb.) F.P., P.O.	375.00
Keeney 4-Way 5c-5c-25c P.O.	595.00

Keeney Super Bell 5c (Comb.) F.P., P.O.	\$295.00
Keeney Super Bell 25c (Comb.) F.P., P.O.	375.00
Keeney Super Twin 5c-5c P.O.	395.00
Keeney Super Twin 25c-25c P.O.	495.00

Keeney Super Twin 5c-25c P.O.	\$450.00
Keeney Super Twin 5c-25c (Comb.) F.P., P.O.	595.00
Keeney Super Twin 5c-5c (Comb.) F.P., P.O.	575.00
Keeney Super Twin 25c-25c (Comb.) F.P., P.O.	625.00

Mills Three Bells, 5-10-25c.	\$750.00
Mills Late Head 4 Bells 5-5-5-5c	595.00
Evans Bangtails Late, D.D.J.P.	295.00
Evans Dominoes, Late, D.D.J.P.	295.00
Evans Lucky Lucre, 3-5c, 2-25c	295.00
Evans Lucky Lucre, 5-5c, Two Tone	250.00
Evans Lucky Lucre, 5-5c, Walnut	195.00
Evans Rolletto Jr., Walnut	195.00
Evans Lucky Stars, late	195.50
Evans Dominoes, Walnut	195.00
New Mills 4-Bell Cabinets	39.50
Jumbo Parades (Comb. F.P.P.O.)	213.75
Jumbo Parades, Late Head, F.P.	129.50

RECONDITIONED CONSOLES

Mills Original 4-Bells 5-5-5-5c	\$325.00
Mills Late Head 4-Bells 5-5-5-25c	695.00
Jennings Silver Moon, F.P., P.O.	199.50
Baker Pacers, Daily Double, 5c	299.50
Baker Pacers, Daily Double, 25c	395.00
Jumbo Parade, L.H., P.O. 25c	195.00
Pace Saratoga, Comb. F.P., P.O.	139.50
Jennings Fast Time, F.P.	89.50
Bally Club Bells, F.P., P.O.	239.50
Baker Pacers, 5c (Chk. Mod.)	299.00
Jumbo Parades, Late Head, P.O.	149.50

Mills Original 4-Bells 5-5-5-25c	\$595.00
Pace Twin Reels 5-25c	395.00
Bally Roll 'Em, Late, P.O.	135.00
Bally Sun Rays, Late, F.P.	145.00
Bally Big Top, Late, F.P.	110.00
Pace Saratoga, Late Models	95.00
Pace Reels, Late Models	125.00
Paces Reels, 10c P.O.	165.00
Bally Hi Hands, late	185.00
Jennings Silver Moon, F.P.	125.00
Pace Reels, 25c, P.O.	189.00
Jennings Silver Moon, Late P.O.	125.00
Jennings Liberty Bells	125.00

FEBRUARY SPECIALS

Mills Blue Fronts 5c	\$149.50
Mills Blue Fronts 10c	175.00
Mills Blue Fronts 25c	195.00

MILLS ORIGINAL HEAD FOUR BELLS
GENUINE FACTORY REBUILTS
ALL LATE SERIALS, \$325.00

Jennings Chiefs 5c	\$125.00
Jennings Chiefs 10c	145.00
Jennings Chiefs 25c	175.00

BALLY CLUB BELLS
COMBINATION, FREE-PLAY, PAY-OUT
LATE SERIALS, \$239.50

BALLY HI HANDS
COMBINATION FREE-PLAY, PAY-OUT
REBUILT LIKE NEW, \$189.50

MILLS JUMBO PARADES
COMBINATION FREE-PLAY, PAY-OUT
REBUILT LIKE NEW, \$213.75

STANDARD BRANDS

DEPENDABLE SUPPLIES, PARTS AND ACCESSORIES

PHONOGRAPH PARTS

Wurlitzer and Seeburg Main Gears	\$ 2.95
Crystal Pick-up, All Models	3.00
Micro Switch, Red or Green	1.25
Selector Solenoid Coils	.75
Star Wheel and Pin	1.00
Amplifiers, Fits All Models	49.50
Title Strips (Bristol) 1,000	6.95
Wurlitzer Record Trays	.65
Seeburg or Rock-Ola Trays	.45
Fusata and Fusetrons, All Sizes	.15
Glass Cartridge Fuses (100)	3.25
Phonograph Casters, Set of 4	1.45

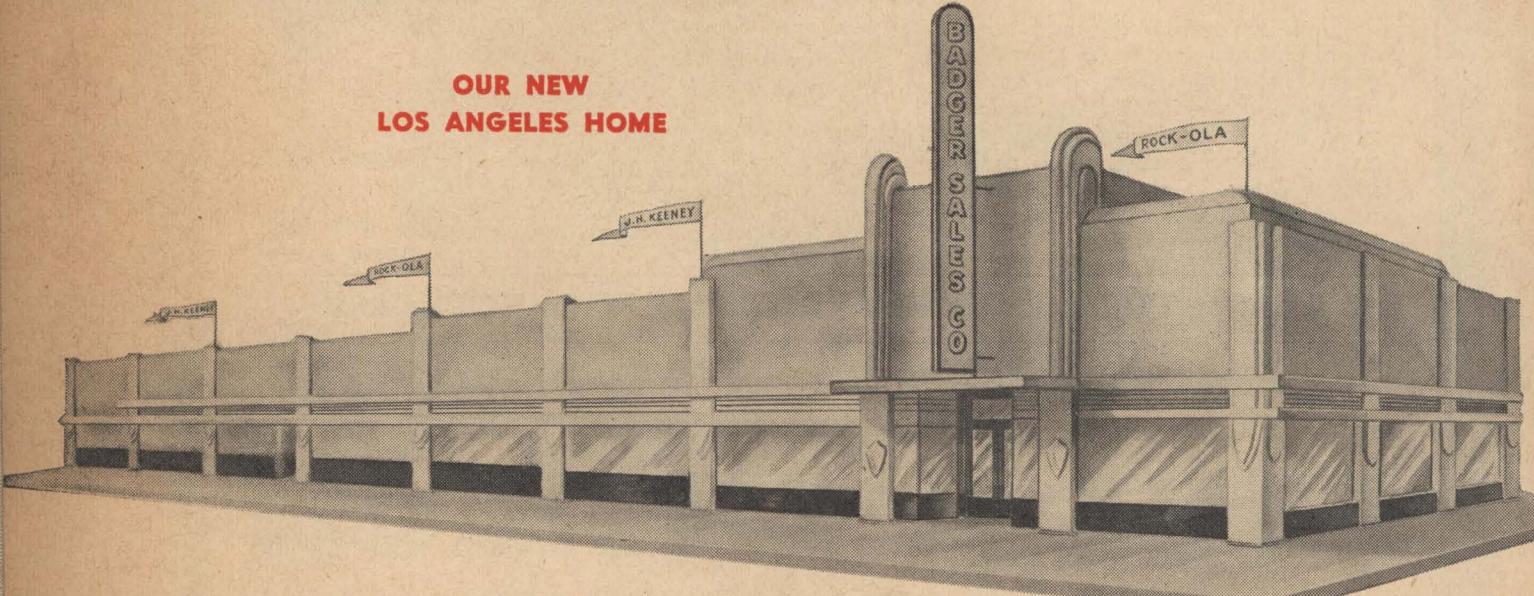
SLOTS AND CONSOLES PARTS

Slot Machine Spring Kit	\$ 8.95
Slot Machine Bolt, Nut, Rivet Kit	4.95
Mills Cash Boxes	1.25
Mills Lock and Keys	2.50
Main Clock Gears	2.95
Idler Pinion Gears	2.45
Mills Scavenger 505A	2.45
Bell Time Clocks	1.95
Mills Slot Springs	.25 and up
Contact Service Kit	7.50
A.B.T. Coin Chutes	3.75
V.P. Coin Chute	3.50

MISCELLANEOUS PARTS

Speed Soldering Gun	\$125.00
Amplifier Repair Cradle	75.00
Coil Winding Machine	5.00
Wire Stripper and Cutter	5.00
Walsco Staple Driver	3.00
Spitfire Welder	19.00
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Aluminum Nickel Coin Counter	1.00
Record Carrying Case	1.00
Bell Lock and Keys	1.00
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Standard	1.00

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THE COIN MACHINE REVIEW



FEBRUARY, 1946

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Upholds Slot Ban

MADISON, Wis.—The Wisconsin Supreme Court on January 11th held that the Thomson anti-gambling law, enacted by the 1945 legislature to rid the state of slot machines, was constitutional.

In an unanimous opinion written by Justice Martin, the court said that "the public policy involved in the enactment of the law was a matter for the legislature and not the courts."

Case came to the Supreme Court on an appeal by the attorney general's office from a decision by County Judge Orrin H. Larrabee, Chippewa County, who held the law was unconstitutional.

Laymon To Build

LOS ANGELES—Paul A. Laymon has purchased ground at the corner of Berendo and Pico Streets and will soon start construction on a new and modern jobbing establishment which will provide 7,000 square feet of space for this rapidly expanding organization. Plans have been prepared by Robert H. Gwynn and construction will start as soon as materials are available.

New building will be up-to-date in every respect with private lounges for men and women, a completely equipped service and repair shop, private offices and a large display room. While the structure will be one story at the beginning, provisions are being made for the addition of another story when it becomes necessary. A large paved parking lot for the convenience of operators is also provided.

The Laymon office is doing a terrific business in the Hawaiian Islands and total gross has practically doubled in recent months.

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For Automatic Equipment,
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Coin Machine Industries, Inc., Plans Public Relations Program

No one in his right mind doubts that 1946 is a crucial year for our country. The public is in a state of flux, alternately optimistic and pessimistic. No one knows or can predict what the future holds for our nation or for the world. Perhaps at no time in the history of civilization has there been such a feeling of unrest and uncertainty. The world realizes that it is now in the Atomic Age and doesn't know what to do about it. The annihilation of old concepts of time and space have intensified world uncertainty, have both unified and diversified world opinion.

It is not the purpose nor intent of the COIN MACHINE REVIEW to delve into the field of world economics or philosophy. It is the purpose of THE REVIEW to point out problems, improvements, policies which affect our Industry. Believing that, regardless of the trend of events, the old axiom "In unity there is strength" still holds good, THE REVIEW asks that you give this article your thoughtful attention.

Along with every other phase of business, the Coin Machine Industry is facing a serious situation. Our problem may differ from that of other industries in some respects, but it stems from the same source—the unpredictable nature of the future and of public reaction in the post-war period. If our Industry meets the situation with unity and decision, it will be doing its part in establishing the pattern for stability. Perhaps we delve too much in the past, but we are tempted to quote another old saying to the effect that "Many streams make a river; many rivers make an ocean."

Unity and decision—that means a united organization studying common problems and presenting workable solutions. An organization exists which can represent our Industry effectively. Said organization is Coin Machine Industries, Inc., an association composed of nearly all the major manufacturers of coin-operated machines. It is this organization which has held the annual coin machine conventions and shows for many years. Awake

Frankel Buys in Omaha

ROCK ISLAND, Ill.—The Frankel Distributing Co. has purchased a three-story brick building at 1209 Douglas Street, Omaha. It is hoped that remodeling operations will permit occupancy during the latter part of January.

The company, which is the distributor for O. D. Jennings, maintains offices in Rock Island and in Omaha. The firm will also distribute the Bally coin machine line in both cities.

No announcement in regard to personnel for the Omaha office has been made, but Larry Frankel, head of the company, reports that two of his men have returned from service. Elmer Morrell is back after three years with the navy in the South Pacific and Al Barnes has been honorably discharged from the army.

TURN PAGE

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ALL TYPES OF
SLOT MACHINES

REGARDLESS OF AGE OR
CONDITION

PARTS ALSO NEEDED. BRING
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G. B. SAM

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NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

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Photo Electric RIFLE RANGE CONVERSION FOR

"Shoot the Jap" . . . "Chicken Sams" . . . "Convicts", are all making top dollars when converted into the brand new Coinex Photo Electric Rifle Range. Can be installed on location in 20 minutes by anyone; has great player appeal; location-tested. Rifle Range includes all the old target principles. As standard as sugar and salt.

\$14.75

in lots of 3

\$17.50

sample
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to every angle of the current picture, the association is anxious to increase its representative nature in order to work more effectively. Therefore the manufacturer members have authorized the Directors to open associate memberships for all coin machine operators and distributors. The membership fee of \$25 per year, payable in advance, will cover 1946 dues, bring an official membership certificate, and entitle members to special privileges in connection with the activities of the organization.

More important, however, is the fact that the money will be used entirely to help finance a strategic Public Relations Campaign which the Directors feel will be worth many times \$25 to each operator and distributor in his own special territory. The manufacturers will bear the greater part of the expense of the campaign—they will have to in order to undertake it upon the scale planned. But the manufacturers feel that such a campaign would not be truly representative of the Industry if operators and distributors were not included.

The Public Relations Campaign will be aimed at creating public good will. Right now the public attitude toward coin ma-



Mfg. Co., Inc.; Scientific Machine Corp.; Soundies Distributing Corp., Inc.; Uneeda Vendors, Inc.; United Mfg. Co.; Watling Mfg. Co.; Williams Mfg. Co.

This list indicates that manufacturers of each and every type of coin operated machines are participating in this program and will share alike in benefits obtained.

A. M. Keene

A. M. Keene, veteran operator and newspaper publisher of Taft, Calif., passed away in Los Angeles on January 11th. Keene had been suffering from a heart condition for about eight months. His doctors had warned him not to fly and not to go to the high altitude of Mexico City. But Art couldn't think of the holidays without being south of the border, and flew to Mexico City for Christmas and New Year's. He took ill there, was brought to Los Angeles on the 10th, and passed away at 4 p.m. the next day.

Well-known throughout the Industry, Keene possessed a winning personality, had a smile and a joke for everyone and loved his associations in the trade. For years he operated in Kern County and managed the Taft Midway Driller, a daily newspaper. He was a confirmed traveler and during his lifetime visited every known part of the world. He was 62.

Blacklidge New G.S.M.

CHICAGO—Jerome J. Kahn, president of Standard Transformer Corp., recently announced the appointment of James M. Blacklidge as general sales manager of the industrial and distributing division. Blacklidge, with the company for nine years, previously served as sales manager of the industrial division.

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When will 'Smiley' be available?
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Double Play	60.00	Knockout	75.00
West Wind	60.00	Sports Parade	35.00
Do Re Mi	60.00	Hi Dive	60.00
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chines is in a state of transition. To say whether the public is for the Industry or against it is impossible. The starting point from which to work is the good will of the returning service men. Now is the time to solidify that good will and add to it. Other industries have done it and are doing it through their public relations campaigns.

Endorsement of the campaign and desire to cooperate can be shown by becoming an associate member. Dues may be sent direct to Coin Machine Industries, Inc., Room 508, 134 North La Salle Street, Chicago 2, Illinois, or to any one of the Directors listed below. Incidentally, dues should be charged as a definite expense for 1946 and deducted from the income tax.

Directors of the organization are: Walter Tratsch, A. B. T. Mfg. Co.; F. H. Parsons, Buckley Music System, Inc.; Sam Wolberg, Chicago Coin Machine Co.; Dick Hood, H. C. Evans & Co.; John Chrest, Exhibit Supply Co.; Lou Gensburg, Genco Mfg. Co.; Richard Groetchen, Groetchen Tool Co.; David Gottlieb, D. Gottlieb & Co.; William Rabkin, International Mutoscope Corp.

The following manufacturers are members of Coin Machine Industries, Inc.: A. B. T. Mfg. Corp.; Advance Machine Co.; Aireon Mfg. Corp.; Amusement Enterprises Co.; Automatic Instrument Co.; Baker Novelty Co.; Bally Mfg. Co.; Buckley Music System, Inc.; Chicago Coin Machine Co.; Coan-Sletteland Co.; Daval Mfg. Corp.; Arthur H. Du Grenier, Inc.; H. C. Evans & Co.; Exhibit Supply Co.; Bill Frey, Inc.; Genco Mfg. & Sales Co.; D. Gottlieb Co.; Groetchen Tool & Mfg. Co.; International Mutoscope Corp.; O. D. Jennings & Co.; J. H. Keeney & Co., Inc.; Kelner Vendors; National Slug Rejectors, Inc.; National Vendors, Inc.; The Northwestern Corp.; Packard Mfg. Corp.; Personal Music Corp.; Pilot Trainer Sales; Revco, Inc.; Rock-Ola Mfg. Corp.; Rowe



Kelner COVERS CHICAGO

This has been the biggest week in Chicago since the war began. The National Association of Tobacco Distributors, or NATD for short, is holding its first peace-time convention, and what a sell-out it is. Literally and metaphorically speaking, a SELL-OUT. More business has been done at the Palmer House than there is merchandise on hand or TO BE MADE in the next 12 months. Members who rarely attend a convention are here seeking merchandise . . . and ANYTHING can be sold. The Palmer House is seething with humanity from morning till night, and then farther into the wee small hours. The sessions and conclaves being held by the various branches of the tobacco industry are heavily attended. Men are serious about the possible ruptures in business and the very many road blocks that loom ahead . . . ceiling prices, wage scales, etc. The cigar industry has a lot of things to straighten out. Cigar production is no where near the demand and shortages in popular brands are as bad as they ever were during the war period. Easing of this situation will take at least ten months; so boys, don't expect to see any quantity of your favorite cigar on the stands for at least that long a period.

On the brighter side of the picture are the many social gatherings in the hotel. Every big house has been holding cocktail parties and general get-togethers. When you haven't seen your best customers at a convention for four years, you can imagine the cordiality of the greetings. Notable among the unusually lavish entertainers are the Diamond Match Co., the Universal Match Co., Benson & Hedges, Topps Gum, Philip Morris, Lorillard and Co., Kaywoodie Pipes and many many more. Even more strange is the admonition to visitors . . . please please dear pal, don't order any merchandise now!

The Chicago Tobacco Table was host to the many out-of-town visitors at its regular Tuesday meeting, and put on the best show of its career. The principal speaker was the nationally known preacher Dr. Preston Bradley who gave essentially the same talk he made at a previous meeting some months ago, by request. As outstanding as the previous talk was, second time hearers declared that this was even better. Anyway, an overflow crowd in the College Inn of the Hotel Sherman who came to the meeting didn't make a single sound for over forty-five minutes, and then rose as one man to acclaim the greatest talk on the pleasures of

smoking they had ever heard. It was a serious talk, and not one of froth as the title might lead one to believe. President of the Cigar Institute of America, Mr. McHose, acclaimed the speech as a boon to the industry. Joseph Loeser, president of the Tobacco Table greeted the visitors in behalf of the hosts. Chairman of the meeting was Leonard Miller, a super salesman for Prim Associates, and the makers of the famous Ken Pipes.

The Tobacco Industry was not the only convention in Chicago. The furniture people were here crowding all the hotels with the biggest "market" they have ever had . . . and nearer our own hearts and pocketbooks were the very first showings of the newest models of music boxes by Seeburg. The Congress Hotel was the scene of a very elaborate display of all the equipment made by this very very reputable firm. All local distributors had their own booths and were hosts to every operator in the entire middle west. The new models in wall boxes as well as the music machines themselves were received with overwhelming approval. Also in town were the three big manufacturers of cigaret vendors —Rowe, DuGrenier, and National, as well as the new company for U-Needa-Pak. They had all agreed to refrain from showing at the Palmer House in connection with the Tobacco Show, inasmuch as deliveries were so very uncertain. U-Needa-Pak had a machine they were surreptitiously showing at a local distributor's place of business. DuGrenier, for fear this might happen, had a machine flown by air express to Chicago, and this could be viewed if you so desired by special appointment. Rowe did not have a machine in town and neither did National. Bob Greene, Prexy of Rowe, came to the Tobacco Show and took part in the conclaves at the special invitation of Joe Kolodny, executive

TURN PAGE

COIN
MACHINE
REVIEW

13

FOR
FEBRUARY
1946

W.R. BURTT

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secretary of NATD. And along with Bob came his two shadows at Rowe, George Seedman and John Mill. We had a very pleasant visit, but I was very much depressed to hear that our dear friend John Moran, the grandest guy in the Coin Business was showing his age more than usual. John is sixty-five years young, and I hadn't thought of him as being slowed up by it, so I hope the report is just a temporary matter. John is Ace of Aces in selling vendors for the Rowe Mfg. Co. I hope that by the time he gets to be seventy, he will really get into his stride. Also in town was the top salesman and right-hand man to the vice-president and general manager of National Vendors, Mr. Kantor. Here is an outfit that will be a heavy factor in the sales of cigarette vendors in this country from now on, and men like Al Weideman of Detroit will be the fellows to put it over. Hadn't seen Weideman for five years and he looks great.

The National Automatic Merchandising Association or more familiarly known as NAMA with headquarters in this town presided over by the very personable and efficient Clint Darling, plus the capable help of assistants like Tom Vaughn, Tom Hungerford and the returned Naval lieutenant Frank Newman, have launched a Publicity relations campaign for the benefit of vending machine operators and the Industry. They are soliciting funds for the Publicity Relations Chest, and the first year's goal of sixty thousand dollars is looming up very close. \$48,000 is already in the bag. Boys, let me tell you this is the first BIG step in the right direction for the Coin Business and it isn't a privilege or a good deed, it is a MUST to get in on this fund. Send your check to NAMA, 120 S. LaSalle St., Chicago 4.

The first new amusement devices are appearing on the show-room floors of the distributors about town. Chicago Coin's *Goalie*, a sure fire winner if I ever saw one, is as beautiful a piece of mechanism as can be found anywhere before or after the war. The player appeal is terrific, and two can play at once, a competitive game of amusement-table-hockey . . . with all the thrills of the real McCoy. It's a money maker, men! Also I saw the new *Total Roll* by Genco. Another number that is going to push the sales up sky high like the old tables years ago that broke all records. I could mention a half dozen old time tables that knocked the lid off all previous takes, and I'm telling you this is another one of those numbers.

I travelled out to Jack Keeney's new factory, and it's a dilly. He took over the former Majestic Radio factory of a half block square, and the interior is being remodeled to contain sumptuous offices for the boss and his assistant Jim Ryan and a gorgeous new show room being done in the very latest style with hidden fluorescent lighting, concealed heating and all that latest stuff. The walls are paneled in real honest to God walnut, and that cost real hay, folks. But aside from that, when moving is complete, and the factory gets going it will be a model for any factory to shoot at. The very best of machinery and equipment is being installed and newest methods for achieving mass production quickly, and easily, are being used. Keeney has some unusual machines to present to the coin world soon, and it will be in this setting that they will be made.

Used machines of all kinds are still selling like hot-cakes. With the delays by strikes in steel and plastics, new ma-

chines of all types will not be ready for an additional three months to what was promised last Fall. So boys, hold on to your old equipment, and buy what used stuff you can lay your hands on. It will be a long long time before you will get your share of the new ones.

Several manufacturers in town have just about thrown up their hands in frustration. No lumber for cabinets, no plastics, no steel. What-the-hell to do next. Half the lumber on hand in all yards, and there isn't any amount to speak of, is allocated for new homes . . . which of course is a sound idea . . . but that puts our boys out of business for a while. So gentlemen, let me caution you again, hang on to your old machines, buy all the used ones you can get, and don't expect new ones till next fall or late summer. It isn't a bright picture, but it IS the picture, and there is no use kidding ourselves or acting like ostriches. In the cigarette vendor field, of which I know most of what's going on, I can assure you that there is hardly a used machine for sale. The new ones that are promised for February delivery will be pushed back, back, till April or May, and I'll be glad to get a small portion of my needs by that time. So I'm making arrangements to rebuild and repair all the old babies I've got. See you next month.

Operators, Jobbers Discuss Problems

LOS ANGELES—A trail blazing meeting of the Associated Operators of Los Angeles County was held on Thursday noon, Jan. 10, at the Mayfair Hotel. Of real significance was the announcement that this is the first of a series of monthly meetings for jobbers and the board of directors where discussions will be held for the mutual benefit and understanding of both groups.

At the meeting, a representative group of operators engaged with dealers and factory representatives in a lively discussion of merchandising problems that are arising with the advent of new coin games and post-war prices. While such a get-together has been spoken of for a long time, this was the first occasion at which operators as a group were able to lay their troubles and their "beefs" on the cloth and get the dealers' views as a whole.

Curley Robinson presided, and kept the questions and answers going. Many present at the meeting expressed the belief that similar meetings throughout the country would be of very definite value to operators and distributors.

Present for the board of directors were Tom Catana, Verne Moore, and Fred Reilly.

It was also announced that a general meeting of associated operators was tentatively scheduled for Thursday, Jan. 24.

WANTED:

25 ROCK-OLA 1939
COUNTER MODELS

ALSO WANT

The Following Rock-Ola Phonographs:
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THOROUGHLY RECONDITIONED 1-BALL MULTIPLE PAYOUT TABLES

Fairmont	\$495.00	Kentucky	\$275.00	Santa Anita	\$165.00
Turf King	375.00	Long Shot	275.00	Spinning Reels	110.00
Jockey Club	375.00	War Admiral	265.00	Gott, Multiple Races	95.00
Sport King	275.00	Keeney Fortune	200.00	Mills 1-2-3	69.50

READY FOR LOCATION—1-BALL MULTIPLE FREE PLAY TABLES

'41 Derby	\$350.00	Sportsman	\$295.00	Dark Horse	\$195.00
Club Trophy	325.00	Blue Gra.s	195.00	Sport Special	175.00

FOR SPECIAL SLOT MACHINE VALUES . . . WRITE

THOROUGHLY RECONDITIONED AUTOMATIC PAYOUT CONSOLES

Bakers Pacers DD JP	\$265.00	Ev. Roulette Jr.	\$125.00	Super Bell Tw. Comb.	
Bakers Pacers JP remote	345.00	'41 Dominos JP 5c	295.00	5 & 5	\$495.00
Bally Kollom	145.00	'41 Dominos JP 25c	475.00	Super Bell Tw. Comb.	
Bally Hi Hand 25c	295.00	Jenn. Silvermoon	145.00	5 & 25	595.00
Bally Bells 5 & 25c	125.00	Jenn. Derby Day St.	65.00	Super Tracktime	295.00
Bally Club Bells	245.00	Jenn. Bobtail	125.00	Mills Three Bells	895.00
Bally Royal Draw	105.00	Jenn. Golf Ball 25c	195.00	Mills Four Bells	395.00
Caille Roulette 25c	275.00	Keeney Super Bell 5c	310.00	Jumbo Parade 1-2-5c	125.00
Ev. '40 Pacer	295.00	Super Bell 25c	395.00	Paces Races (brown)	175.00
Ev. Lucky Lucre	150.00	4-way Super 3/5 & 25c	650.00	Paces Tw. Reels 5 & 10	325.00
Ev. '41 Bangtaif JP	295.00	Super Bell Tw. 5 & 5c	395.00	Paces Tw. Reels 5 & 25	395.00
'40 Dominos	175.00	Super Bell Tw. 5 & 25c	495.00	Paces Saratoga 5c	99.50

READY FOR LOCATION—Thoroughly Reconditioned Free Play Consoles

Bally Club Bells	\$245.00	Bally Big Top	\$109.50	Jumbo Parade F.P.	\$110.00
Big Game Tot.	135.00	Silvermoon Tot.	119.50	Super Bell Comb.	310.00

Special Slot Machine Values, Arcade Equipment, Automatic P.O. Consoles, 1 & 5 Ball F.P. Pin Games, 1-Ball Multiple P.O. Tables.

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Operators in California, Arizona and Nevada. . . .
Be sure you are on our mailing list to receive beauti-
fully illustrated circulars now on the presses. Just a
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COIN
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REVIEW
15
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FEBRUARY
1946

Coffee Vendors Coming

NEW YORK—Coffee vending machines are again receiving the attention of vending machine men. Several manufacturers are preparing machines for production in 1946. The crux of the matter lies in the preparation of satisfactory coffee mixtures.

There have always been two problems in connection with the use of coffee vending machines. The first is that of building a practical combination brewer and vender; the second, finding an instant coffee which will pass the public's taste test.

Both problems were solved before the war by ready-prepared venders. However, these ready-prepared venders had certain disadvantages. The operator had to service the machine—prepare the coffee, keep the machine filled, and remove stale coffee. This involved so much time and labor that the use of coffee vending machines remained limited. To meet this situation it seemed necessary to perfect a machine which would automatically combine the coffee and boiling water. A soluble or "instant" coffee may be the answer.

During the war, soluble coffees were perfected for the armed services. The result is said to meet the taste test. Extensive experimentation and testing have proved that soluble coffee can taste as good as the regular drip or percolator varieties to most people.

To the three pre-war manufacturers in the field—G. Washington, Nescafe, Barrington Hall—have been added new manufacturers. Apparently, most manufacturers of standard-brand coffees have a formula for instant coffee which they are holding in reserve. Maxwell House already has an Instant Maxwell House on the market. This entry of new firms into the soluble coffee field may be a healthy sign. It gives reason to hope that standards of taste and quality

will be kept high.

Aside from the fact that coffee vending machines are now known to be in production, little is definitely known about the machines themselves. Manufacturers are not ready to tell their plans. But in all probability most of the machines will use some kind of soluble coffee.

With mechanical, servicing, and taste problems solved, success should be certain. Locations for such machines are legion—offices, factories, transportation centers, industrial plants. Alone or in combination with food vending machines, the coffee vender should meet with wide approval and acceptance. Experience in plants and offices during the war proved the value of candy and beverage vending machines. In some offices it is customary to serve tea, coffee, or a soft drink in mid-afternoon in order to counteract fatigue and increase efficiency. Then, too, returning servicemen are accustomed to having coffee on tap at all hours. All in all, the prospective trade is there—it will materialize if the taste is right. And who knows—perhaps one of these days we shall be able to insert a nickel, twist a knob, and take our choice of six delicious brands!

Shipping Victory Derby

CHICAGO—Key men of Bally Manufacturing Co. celebrated New Year's Day by completing final operations for nation-wide distribution of "Victory Derby" multiple pay-table. George Jenkins, Bally vice president and general sales manager, stated that, although production is still limited by material shortages, bottle-necks are sufficiently broken to permit delivery on a national scale.

"Of course," Jenkins explained, "we have been in production on a small scale since late September, and several hundred 'Victory Derby' games have been on location in representative territories for periods ranging from two weeks to three months. This prolonged pre-production location-test—the most extensive in coin-machine history—has proved 'Victory Derby' to be far ahead of all former multiples in play-appeal and earning power. Now that we are beginning to hit our stride in production, operators in multiple territory are going to reach new highs in pay-table profits."

"Victory Derby" retains all the time-tested features of Bally's historic hits, plus new multiple-play stimulators that are packing the crowds up to the new finger-tip shuffle, plus an outstandingly rich cabinet, plus new, improved and simplified mechanism that has got service men cheering from coast to coast."

Promote Association

DES MOINES—The first issue of a monthly bulletin called "Operator's Pipefuls" appeared recently. The Iowa Amusement Distributors of Des Moines are the sponsors, Al Wade and Jerry Brown of that group being producers of the first number.

In vigorous style the bulletin calls for the formation of a State-wide operators' organization in Iowa in order to protect the interests of the operators and to bring about mutually beneficial friendship and cooperation among the individual operators.

Wade and Brown give as some of the reasons for the need of such an association ambitious political amateurs, reformers, tax-hungry political pressure groups, the evils of unrestrained competition. They state that the bulletin will continue to work for the formation of the association in order to give operators the benefits afforded by a vigilant, aggressive organization.

AOA Offers Insurance Plan for Members

NEW YORK—As business men, arcade owners are deeply concerned with the protection of their property from damage and loss by insurance, that will in turn, free them from liability in the event of fire or other accidents.

The Arcade Owners Association of America has made available to its members various types of insurance plans that adequately cover such situations—at a greatly reduced rate to the arcade owner. Through arrangements with J. L. Campbell, insurance specialist, AOA offers members both Public Liability Insurance and Fire Insurance through nationally recognized and well-financed companies.

Public Liability policy is issued by the Associated Indemnity Corp., San Francisco; a firm having a financial backing of approximately \$50,000,000. An immediate reduction of ten per cent in the prevailing premium rate is given when permitted by state law.

Fire insurance policies are issued by Louisville Fire and Marine Insurance Co., having assets of \$10,000,000. All policies are issued on an annual basis at a reduction of fifteen per cent in the prevailing rates for AOA members. In addition, policies can be obtained for three years at a total saving in premium payments of about thirty per cent.

There have been several instances already where AOA members have collected under the above policies and arcade owners interested in additional information can write the Association at 1776 Broadway, New York 19.

CMAC On Coast

LOS ANGELES—Robert Waggner, president, and Eddie Retterjack, account executive, of Coin Machine Acceptance Corp., arrived on the Coast January 7th for meetings with various jobbing and distributing organizations. Mrs. Waggner accompanied her husband.

The group week-ended at Palm Springs before leaving for San Francisco, Seattle, Denver and Chicago, on January 14th.

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Genco's

"TOTAL ROLL"

High Score—Roll Down
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GENCO LEADS AGAIN
WITH THE FIRST POST-
WAR GAME!

IT'S COMPLETELY NEW
AND DIFFERENT—
NOT A REVAMP!

BE SMART—BE FIRST IN
YOUR TERRITORY!

"TOTAL ROLL" is the finest game Genco has ever produced. Its terrifically competitive, brand new type of scoring gives it a player appeal never before equalled in coin machine history. It's been earning overwhelming profits on location tests for more than two months. Start your post-war era with a slam-bang winner!

ORDER TODAY!
IMMEDIATE DELIVERY!

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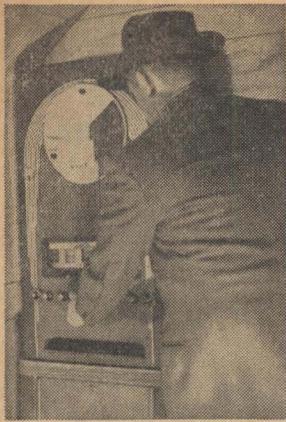
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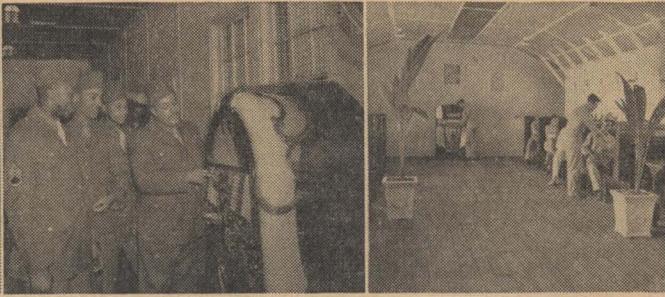
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CHICAGO 22, ILL.



Here was your customer . . . three, four, five years ago. The cigarette machine was part of a familiar pattern. Chances are he also played your marble games and phonographs.



Then the pattern changed, as it did for Pvt. Harry (right), first of the famous Mills Brothers Quartet to enter the service. The reception center Wurlitzer auto-phonograph was a link with home.



As war moved nearer, men moved out. The post exchange at Trinidad, British West Indies, was sufficiently near the U.S. to have the latest model Mills Empress music vendor.



And in the opposite direction, a post exchange in Hawaii offered a pair of counter skill games, along with marble games at the other end of the room.



There were games still farther out . . . in New Caledonia, for example, and coin-operated, too, even if the money isn't shown in the picture above. This was virgin operating territory, but probably not very profitable.



Some men drew London. Money and equipment were different, but at least there were arcades, like this one on Charing Cross Road, to attract customers to the "Cinespect."



If there was a live band and dance partners, the phonograph at this Italian club for G.I.'s stood by. Otherwise it got no rest. European coin devices were scrapped to make things for the war.



Photomats? Sure, like this one, complete with umbrella and highly portable to hunt down the customer. Operated by a coin slid across the palm of the hand.



Almost as modern was this hurdy-gurdy in Palermo, Sicily. No coins, just arm-power. Preferably that of a pretty Red Cross girl. The G.I. job was fighting, but rest and recreation helped keep him in trim.



Coca-Cola, happily, appeared on every front to pick up spirits. This was a German edition. After it was captured—just reach in and help yourself.



The farther out the men went, the fewer coin machines there were. But still there were such familiar things, even in strange surroundings, as open-air movies in New Guinea.

(Photos from U.S.
Army Signal Corps.)



The pretty legs of tap-dancer Marion Oliver, of USO Camp Shows, brought whistles and applause. Sometimes your customer got nearer than the last row.



At Rome Rest Center your customer was a knowing bathing beauty judge. AT RIGHT, your customer is back in civvies. It's time the two of you got together again.



COIN
MACHINE
REVIEW

17
FOR
FEBRUARY
1946

Here Is Your Customer . . .

• A Last
Look At
The War!



Trade Talk

by

PAUL W. BLACKFORD

The old year is done with. The Coin Machine Industry is on the threshold of a new peacetime era, an era which offers innumerable and golden opportunities to advance, progress and prosper as never before during the previous peacetime years.

First we must rid ourselves of any war psychology and set our sights on a high standard of sound, ethical and clean business practices which will reflect favorable comment and credit to our Industry.

THE REVIEW is ready to do its part in keeping you informed of spot-news developments and accurate, factual, up-to-the-minute reports on happenings across the nation. Our plans have been long-range in this respect and a program outlined five years ago is still in the process of unfolding.

To begin with we have amplified our editorial staff in the Los Angeles office by the addition of two experienced editorial assistants. In Chicago, the recognized capital of the trade, we have made arrangements for the exclusive editorial services of Jack Kelner, a man well known in the trade through his years of service to operators, jobbers and distributors. Jack is "in" on what's going on in the trade and his interesting and informative com-

ments will appear exclusively in THE REVIEW.

In Washington, D. C., H. L. Mitchell, an associate editor in our home offices for 4 years, is on the lookout for news of interest to the trade. No "scare" copy will come from this source—just accurate, concise reporting of true conditions.

In addition, we have trained newsmen in Baltimore, Boston, Dallas, Fort Worth, Houston, Denver, Kansas City, St. Louis, Natchez, Portland, Salt Lake City, San Francisco, Seattle and Spokane supplying regular news columns for THE REVIEW. This paid staff will be augmented by the appointment of additional news sleuths in other key cities.

Yes, THE REVIEW has a terrific program ahead and new and interesting departments are planned, plus unusual trade features and articles which will set a new standard of trade paper reporting. Your interest and support is making this amplified program of service possible. We know you will be pleased with future issues and we will appreciate your comments, suggestions and criticisms at any time.

It would be unjust to conclude our comments this month without acknowledging the flood of greetings and re-

membrances from Industry friends during the Christmas Season. Gifts ranged from an exquisite picnic hamper filled with ten bottles of rare liquors to jewelry, nuts, records and dozens of other nice things. An unusual gift was some cans of salmon nested in a box surrounded with huge English walnuts from Budge Wright in Portland. Budge caught the salmon and had it canned under his well-known label.

Calendars were as colorful as ever with nudes predominating, naturally. Jack Gutshall had a particularly fetching one, as did Bill Leuenhagen and Tillitson Music Co. in Long Beach. Viking Specialty had a patriotic Miss in a riot of color. Puget Sound Novelty, Seattle, had a delectable gal in brief attire to brighten anyone's walls. Sam Spurrier, Harrisburg, presented the Varga series again, while General Music, Permo and Modern Music Co., Galveston, delivered beautiful etchings and prints to their friends and customers.

But back to the gifts for a minute. Pat Buckley made his a coin-giving Christmas by passing out silver dollar money clips in a clever arrangement. Mangan and Eckland copped the same idea and presented exquisite lighters with a Victory quarter encased in the side. Both were certainly naturals for the "Coin" Machine Industry.

An avalanche of greetings arrived during the holidays. On the clever side was a singing greeting from Capitol Records, and a Christmas recording of John McCormack from Victor; a nifty greeting with a neat leather bookmark stamped in gold from Puget Sound Novelty, Seattle; a photo card from the Cusson family in Portland showing Eddie, Arthur, Helen and Jim together; a folder from Budge Wright in Portland showing the gang at the office behind the "Parts & Tools" counter (a subtle bit of advertising, me thinks); an artist's drawing from Amelia and Charles Schaefer showing them moving into their new home at 5215 Lake Washington Blvd.; a gatefold card of beautiful girls and each with an interesting message from Jean and Dolores Minthorne; a self-produced card from the late Bard of the Slots, A. M. Keene, Taft, showing him wearing a Kris Kringle outfit; and desk calendar greetings from Zeigler Insurance and Bradley Willis and Robert Wolfe of Coin Machine Service, Detroit.

A tide of Christmas cards included those from Spotlight Records, Hollywood; Pat Buckley, Chicago; Earl C. McNeil, Los Angeles; Elsie Zercher, Havertown; O. D. Jennings & Co., Chicago; RCA Victor, Camden; Columbia Records, Bridgeport; Northwestern Corp., Morris, Ill.; Howard Sales Co., Omaha; Exchange Coin Machine Co., Columbus, O.; Chet Garton, California Amusement, San Francisco; Mr. and Mrs. Devie Devlet, Monrovia; General Vending Service Co., Baltimore; Cigarettes Unlimited, North Hollywood; Ben Hutchins Novelty Co., Lawton, Okla.; and the Frank Doyles, Miami. From Chicago additional greetings arrived from Mr. and Mrs. Jack Nelson, George Jenkins of Bally, Williams Manufacturing Co., Coin Machine Service Co., and Coin Machine Acceptance Corp. From Los Angeles cards were received from Paul and Lucille Laymon, the Nick Carters, Wm. H. Leuenhagen & Co., Harry Fox, Bill and Cleora Wolf, Bill Schetter, Curley Robinson, Mabel and Aubrey Stemler, Otis Rene, Claire and Billy Simmons, Mr. and Mrs. R. E. Reeder, Daniel J. Donohue, Lane Jasper, Decca Records, Coinmatic Distributors and M. E. Thiede.

Our first peace time Christmas has been a memorable one and we thank all of our friends in the Industry who have remembered us.

IMMEDIATE DELIVERY!

GENCO'S "TOTAL ROLL"

CHICAGO COIN'S "GOALEE"

BAKER'S "BLACK BEAUTY"

5c, 10c, 25c, 50c

EASTERN SALES COMPANY

1824-26 MAIN STREET EAST

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CULVER 5278 AND 3719

FRED IVERSON

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SILVER CHROMES

Unsurpassed
for Beauty and
Drawing Power!

PUT ON A GOOD FRONT!

It Pays

Here is the opportunity you've been looking for to get **TOP MONEY** from your present machines. The **BRAND NEW AMERICAN SILVER CHROME CABINETS** are **NOW AVAILABLE!** Beautiful lustre, eye-appealing silver whose superior appearance will draw in your customers, increase the "take" for your machines. This is **PRE-WAR SILVER CHROME**, good for the life of the machine.

Fit all Mills Escalator Type Machines. Place your mechanism in our new cabinets and your machines will **LOOK LIKE NEW!**

We also have **GOLD** or **COPPER CHROME CABINETS** whose appeal will mean more **\$\$\$\$\$**.

These **NEW** features are included in all American Chrome Cabinets:

- ★ light, durable wood cabinet
- ★ drill proof lining
- ★ castings (silver, copper or gold)
- ★ metal reward plate
- ★ club handle
- ★ denominator
- ★ knee action
- ★ unbreakable jackpot glass

DOUBLE VALUE FOR THE SAME LOW PRICE

completely assembled, drilled and tapped;
packed in individual cartons. Specify
5¢, 10¢ or 25¢ play, 2/5 or 3/5 pay.

COMPLETE
CABINET ONLY
\$39.50



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4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITOL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"



**Order Your
Silver Chrome
Cabinets Now!**

A Letter of Testimony on the Beautiful AMERICAN SILVER CHROME CABINETS

Here is what a real slot machine repair service
who deals exclusively in slots has to say about
our beautiful AMERICAN CHROME CABINETS.

J. M. KELL

Southern Coin Machine Exchange

FACTORY DISTRIBUTORS

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GUARANTEED REPAIRING AND REBUILDING

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Phone: Raymond 3934

NEW ORLEANS 13, LA.

December 21, 1945

American Amusement Company
4047 W. Fullerton Avenue
Chicago 39, Illinois

Gentlemen:

Just received your latest shipment of American Silver Chrome Cabinets and don't know how to tell you the terrific response that they received from our operators. Your Gold and Copper Chrome Cabinets have already done a marvelous job in making our present machines look like new.

However, these SILVER CHROMES increase the "take" even more than your gold and copper have already done. From the early response we have already been amazed at the increase in income.

Your cabinets are the answer to an operator's prayer. New machines are tough to get...by placing our present machines in your beautiful cabinets...we have succeeded in making the impression that all of the machines we distribute are new. With your cabinets, they look and operate as good as BRAND NEW.

I will appreciate your sending me another shipment of Silver Chromes, but double the order this time.

Yours very truly,
SOUTHERN COIN MACHINE EXCHANGE

J. M. Kell

J. M. Kell



Two views of the interior of Smith's Gameland on the boardwalk at Atlantic City. Most popular games are placed near the boardwalk entrances and almost all games are placed in pairs to allow two or

more players to compete at one time. Notice the wide aisle. Customers can walk freely through any one of the ten entrances without being invited to play for all forms of ballyhoo have been eliminated.

Five Cent Arcade Proves Profitable On Atlantic City Boardwalk

By F. McKim Smith

Owner, Smith's Gameland, Atlantic City, N. J.

During the war amusement arcades gained their widest popularity, especially with service men, women and war workers, and became one of the top diversions as morale builders. Men, women and children in all walks of life were also added to the long list initiated into patronizing arcades for the first time. The reasons were quite obvious, the tone and atmosphere of most arcades had been elevated and they offered refined entertainment as coin operated amusement theatres.

One of the most popular streamlined arcades is Smith's Gameland at Central Pier, on the famous Atlantic City boardwalk. The success of this business is due to many factors but primarily it is laid out for the customers. Unlike many arcades not a single cigarette or other advertising sign mars the appearance nor do any employees call out "penny change". As a matter of fact all one hundred and fifty machines are operated on a nickel, except seven Photomatics and two Panoram Solovues. The scale is free.

During the season twenty-five employees are required to operate Gameland on two shifts. Instead of hiring the cheapest help stress is laid on high type intelligent, courteous employees, which make them definitely an asset. Most of the attendants and cashiers are tall, attractive, refined girls, and all employees would have been uniformed had there not been such a big changeover in help due to conditions. A porter and cleaners keep the place immaculately clean, especially the glass, as this is of the utmost importance.

Gameland is laid out in a space 48 x 165 feet and wide aisles accommodate more players and avoid crowding. The most

popular machines are placed near the boardwalk entrances and all games arranged for appeal. Almost all games are placed in pairs, or more, so that two players can compete at the same time. There are no free games or prizes except on poker, but excellent, good and fair scores are on each machine for added competitive incentive.

A change counter 8 x 8 feet square is set in the center of the front of the arcade with two attractive cashiers always in attendance. This counter is made of glass blocks with rose and green neon tubing behind, making it unusually attractive. Customers can walk in freely through any one of the ten entrances without being "invited" to play. There is no ballyhoo.

Ray and other long range guns are arranged along the wall but instead of a gun counter other games are set between gun stands, thereby utilizing the space more advantageously. All targets that keep moving after completion of game have "game over" signs which light up after the last shot. Another improvement was made on the thirty-six poker games, installing a push button for attendant, which put the lights out on a winning score and automatically lights the game number on top. Game number goes out when coin is inserted for play. This eliminates paying off twice on the same score.

No games are allowed to operate unless they are mechanically in order as satisfied customers mean repeat business. Gameland is probably not unlike other amusement arcades run on a businesslike scale and doing everything possible to make the arcade attractive to customers. There are games for young and old and all customers

are treated courteously, efficiently and promptly by attendants. List of machines follows—

March 24 to Oct. 21, 1945

4	Acc Bomber
1	Air Defense
4	Air Raider
4	Anti-Aircraft
2	Baseball (Scientific)
2	Basketball (Bally)
1	Basketball (Scientific)
4	Batting Practice
1	Birthday Clock
1	Bouncit
2	Casino Golf
1	Chicken Sam
1	Convoy
4	Drive Mobile
1	Football (Pollard)
2	Hi-Ball
4	Hockey (Chicago)
2	Hockey (Mutoscope)
2	Horoscope
1	Jail Bird
1	Jungle Dodger
2	Keep Punching
1	Liberator
2	Panoram (Solovue)
1	Periscope
7	Photomatic
1	Pitch 'em & Catch 'em
3	Play Ball (Evans)
5	Play Ball (Genco)
36	Poker (X-Ray)
4	Post Card (Mutoscope)
1	Rapid Fire
2	Roll-in-the-Barrel
1	Scale (Kirk) operated free
1	Selectoscope
1	Shoot the Bull
1	Shoot the Chute
2	Shoot the Jap
2	Ski Ball (Evans)
2	Skill Derby
2	Skee Ballette
2	Sky Battle
7	Sky Fighter
1	Sportsman
4	Submarine
3	Super Torpedo
4	Ten Strike
4	Torpedo (Bally)
3	Western Major League
3	World Series
1	Zingo

RECAPITULATION

36	Poker
7	Photomatic
4	Post Card
3	Astrology
1	Scale (Free)
2	Panoram (Solovue)
42	Guns
60	Other Machines

155

COIN
MACHINE
REVIEW

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FOR
FEBRUARY
1946

OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles 13, Calif.

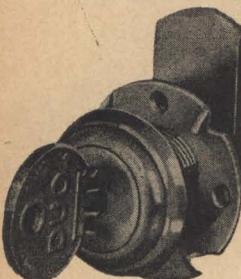


**YOU CAN'T SAFE-
GUARD YOUR
RETURNS THIS
WAY... BUT...**

...look at the protection you *can* get from famous Illinois Duo Locks!

- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- and, in addition, you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines... yet you get maximum protection.

Write for complete information!



COIN
MACHINE
REVIEW

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FOR
FEBRUARY
1946

ILLINOIS LOCK COMPANY
804 South Ada Street

Chicago 7, Illinois



New Paper Vendor

NEW YORK—By profession Samuel Leschin is a smart milliner with an office on smart Fifth Avenue. But Leschin is also a spare-time inventor, and a believer in automatic merchandising. No, that doesn't mean that, come a sudden wind or a swift downpour and all the stores closed, madame can get a new chapeau by dropping a coin.

Rather, Leschin got worked up over people who live on Park Avenue and in other nice residential neighborhoods and have to walk many blocks to buy a newspaper.

The result of his concern—and his avocation—was a machine which stands about six feet high and about two feet square and looks much like a beverage vendor. Displayed in the window of his demonstration model was the front page of one of the afternoon papers.

After giving the machine a loving pat, Leschin proceeded to demonstrate. He dropped a nickel, pulled a shiny knob on the right, and a copy of the paper slid into a wide opening beneath the window. Then he opened the front, exposing a small stack of the papers, and dropped another nickel. A metal, rubber-tipped arm resting on the top copy swung forward and pushed the copy down a chute to the opening.

"It holds up to 200 newspapers or maga-

zines," the inventor explained. "Everybody's interested in it. We're testing it in 25 New York locations next month—hotel lobbies, department stores, theater lobbies." Leschin reported that three national magazines are interested in it, that one New York paper wanted to try it out in the suburbs, that papers in Philadelphia, Washington and Cleveland were interested, and that a newsreel company had taken pictures.

Would it affect newsdealers? Leschin seemed both surprised and pained. The machine would be used in places where there were no newsstands, no corner dealers. People would save a lot of walking. They'd be able to buy papers in the department stores or in lobbies of their hotels or apartment buildings; at theaters they could buy papers during intermission.

Moreover, "My machine will make jobs. You've got to have boys to fill them up, don't you? It'll increase circulation because more papers will be handy and on the spot.

"This," Leschin concluded, "is a vending machine age. I'm an expert milliner, but I can always tell what's missing in the world."

At this point his invention looks like it's geared chiefly to operation by publishers. But about its being a vending machine age—he could be right.

SALESBOARDS
FINEST STOCK OF "HOT" NUMBERS FOR IMMEDIATE SHIPMENT
WRITE FOR "FREE" WHOLESALE PRICE BULLETIN
LEGALSHARE SALES
P. O. BOX 86X—222 2nd STREET
HUNTINGTON BEACH, CALIFORNIA
PHONE 2842



George Prock, head of General Distributing Co., Dallas, is out of the army and back in civvies after 20 months of service.

Prock Out of Service

DALLAS—George Prock, half owner of the General Distributing Co., is back in the office after a stint in the armed forces. During his absence General has expanded considerably and now has offices in Dallas, Houston, El Paso, Longview, Sweetwater and Mineola and plans to open additional offices in adjoining states.

"These new offices will give our customers the best possible service on the lines we distribute," declared J. Fred Barber, sales manager. "A number of franchises have already been made with manufacturers to distribute their products exclusively in five southwestern states—Texas, New Mexico, Oklahoma, Arkansas and Louisiana—and in the near future we hope to announce several additional manufacturers who will have closed deals with us for exclusive distributorships."

Places Shares on Market

PHILADELPHIA—Automatic Canteen Co. of America, Chicago, Ill., has registered with the Securities & Exchange Commission 129,966 shares of \$5 par value common stock, according to a report which appeared recently in the *New York Herald Tribune*.

Of the stock, 21,912 shares are being sold by the company and 108,045 by certain stockholders. Underwriters are headed by Hornblower & Weeks and Central Republic Co., Inc., both of Chicago.

Central Republic is among the selling stockholders offering 14,121 shares. William E. Clegg, company director and a partner in Hurd, Clegg & Co., one of the underwriters, is offering 1,500 shares.

Proceeds from the company's offering will be added to general funds, it was announced.

**Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?**

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

How Owl Drug Built Public Confidence in Scale Accuracy

"Wait a minute!" The woman plucked the sleeve of her companion. "Don't waste your penny on that scale. Let's go down to the Owl store. Their scales are tested weekly."

The conversation, overheard on a San Francisco street corner, might have taken place in any city in the country. Most operators test their scales regularly to assure accuracy, but all too few let the public in on that fact. As a result, the inaccuracy of a few neglected scales tends to tear down public confidence in all weighing equipment.

Years ago, heads of the Owl Drug Co., one of the largest and most successful chain drug store concerns in the country, put on a carefully planned educational campaign to correct the condition. Since, daily revenues have increased about 33 percent. Discounting a normal revenue increase of about 12 percent, there is still a 20 percent increase, most of which can be directly attributed to confidence-building activities.

Drug stores always have been among the most consistently profitable scale locations in existence. But, Owl's experience proves that even in a high-class drug store, scale revenue can be greatly increased through planned effort directed toward increasing usage of the equipment.

When Owl executives decided to make a business of increasing scale revenues, they made arrangements for an unusually

consistent inspection program, to be backed up by each store manager through use of signs and comments to customers. The special inspections increased operating overhead for a period but additional revenue a great deal more than covered this cost.

For several months at the start of the campaign, every Owl scale was inspected and actually tested with weights once a week. On each machine was placed a large, hand-lettered card reading: "This scale was tested and found correct on (date). Since the date of inspection was never more than a week old, customers felt sure they were getting accurate weights at all times.

When the campaign was launched, the company knew that weekly inspection costs would run too high on a permanent basis. But, over a several months period . . . with proper advertising . . . the inspections got marvelous results.

Then, the inspections were tapered off to a monthly basis. Cards of the same type were used but the dates were changed monthly instead of weekly. By that time, customers had gained full confidence in the equipment and in most cases didn't notice the change.

However, experience showed that a change of appearance in the signs helped maintain interest, so the outside cards were replaced with paper posters placed inside the glass. The message on them reads: "Correct weight at all times. Owl

Scales are tested regularly by the Howe Scale Co. of San Francisco. Correct weight assured." This sign is supplemented by a printed inspection sticker on the body of the machine . . . giving date of inspection and other similar information.

Large, easily readable signs of one kind or another will be a permanent feature. It was found that ordinary inspection stickers are helpful when used with the signs but that in themselves, they aren't impressive enough to sell the accuracy idea.

At the start of the campaign, clerks took every opportunity to mention scale accuracy to customers. For instance, when a customer was sold a tonic or other remedy for either building weight or reducing, the clerk pointed out that the store scale was always accurate and invited the customer to use it in keeping check on results of the treatment. Customers thus approached not only became regular scale patrons but also told their

TURN PAGE

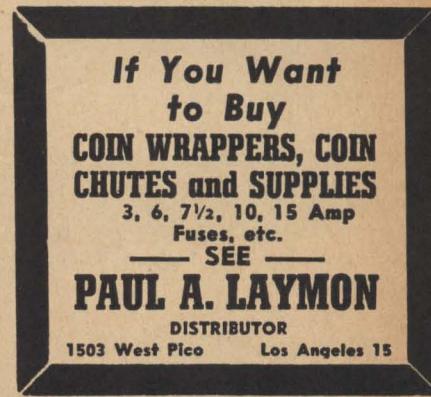
If You Want to Buy

COIN WRAPPERS, COIN CHUTES and SUPPLIES

3, 6, 7½, 10, 15 Amp
Fuses, etc.

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15



COIN
MACHINE
REVIEW

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FOR
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1946

Coin Machine Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

ONE FINANCING AGENCY THAT KNOWS THE COIN MACHINE BUSINESS.



134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

G.E. Sandwich Vendor

SYRACUSE—A new electronic vending machine which will serve hot dogs, grilled cheese sandwiches, and hamburgers is expected on the market soon. Engineers of the Automatic Canteen Co. of America and of the General Electric Co., collaborated in the development of the machine. The manager of GE's specialty division, Howard W. Bennett, announced that the first machines should be off the production lines in January. Automatic Canteen is scheduled to be the recipient of all machines.

When the customer inserts a dime and presses the electric button, a tray is tripped, causing the cellophane-wrapped sandwich to drop into an electronic oscillator coil. There, high frequency radio waves heat the sandwich to the proper temperature. The sandwich is then dropped into a glass-door compartment ready for the consumer. The entire operation is visible to the customer.

The development of the oscillator was a problem involving much research. After experimenting with many types, engineers developed a special coil which heats the meat and the roll thoroughly and uniformly.

REVIEW Man New Daddy

LOS ANGELES—Dev Thatcher, Kansas City correspondent for THE REVIEW, had his, and Mrs. Thatcher's, holiday season punctuated with double joy when a ten pound and six ounce son arrived on December 22nd to take over the Thatcher household. Youngster has been christened Kermit Dev.

In addition to his chores on THE REVIEW the proud papa is an account executive on the K. C. News-Press and the mama is editor of Hardware and Farm Equipment. Novel announcement cards telling of the birth were written in newspaper parlance, ending in "30".

Another REVIEW man making news this month was Walter Addison Watson who served on the editorial staff before doing a four year stint for Uncle Sam as Public Relations Officer in the Air Corps. Watson has been appointed Advertising Manager for Hoffman Radio Corp., Los Angeles, and will be in charge of their advertising, merchandising, public relations and dealer contact activities.

New Globe Machines

CHICAGO—Globe Distributing Co. is offering a couple of new machines of special interest to operators handling quantities of coins. First is an inexpensive money sorter which is electrically operated but does not count or wrap the coins. Second is a change making machine that can be attached to vending and amusement machines. Upon insertion of a quarter five nickels are vended. Drop in a dime and two nickels are delivered. Insert a nickel and the mechanism is tripped for one service or play.

STAMP FOLDERS

For SHIPMAN, SCHERMACK,
VICTORY, and NEW YORK
10M \$ 4.85
25M \$11.75

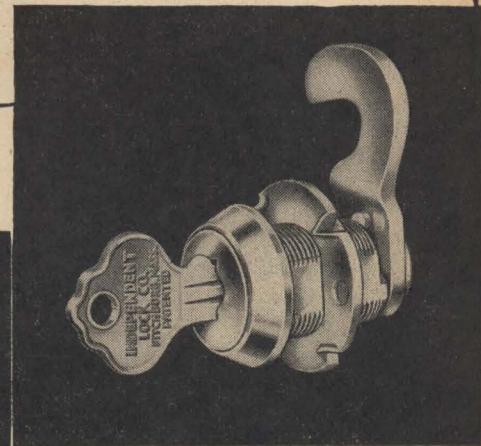
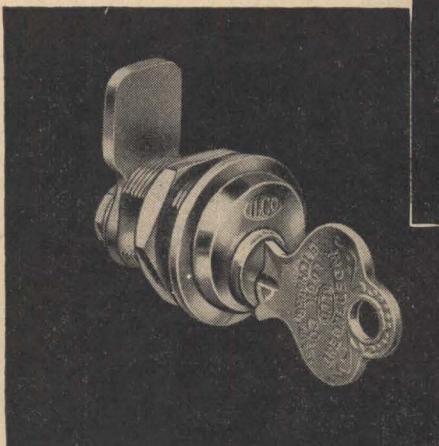
Request Prices On Larger Quantities

Shipman Stamp Machines
\$24.50 each

WE BUY POSTAGE VENDORS
State Price, Make,
1/3 Deposit On All Orders

Parkway Machine Co.
3046T Tioga Pkwy. Baltimore 15, Md.

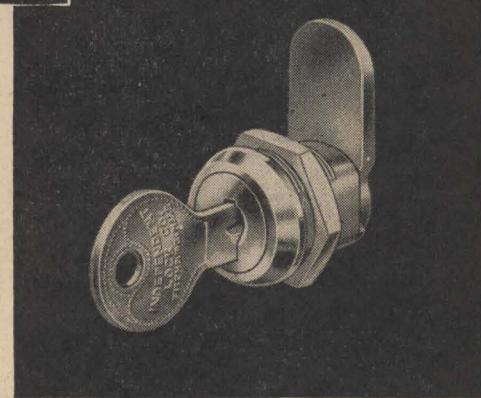
Ready with Locks
for PINBALL GAMES,
VENDING MACHINES, Etc.



▲ No. L4750T Improved Herculock—Maximum pick-resisting design. "Shark tooth" keyway. Double sided key. Wrench proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees.

▲ No. 4082S. Cabinet Lock 5 Pin tumbler. Solid Brass Cylinder. Cam Movement 90 degrees. A high quality lock that insures safety and protection. An ILCO Pick-resisting Lock.

No. 4010B Coin Machine and Cabinet Lock Disc Tumbler. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines.



Reconversion from munitions

to Coin Machine Locks finds ILCO ready with trained men, machines and materials to take care of orders.

So let's work together for rapid reconversion! We owe this to the men and women who have fought and built for victory!



Independent Lock Company
Fitchburg, Massachusetts

COIN
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Jacobs Builds Drink Vendor

DETROIT—A license has been granted to the F. L. Jacobs Co. for the manufacture of a new bottle vending machine. The machine, approved by the Coca-Cola Bottling Co. of Indianapolis, combines a coin changer with a reportedly larger storage capacity and is said to be lower in price than most existing models. It will be assembled at the Indianapolis plant from parts made at the Detroit plants of the company.

The Jacobs Company is building a new plant at Danville, Illinois, which, with present plants in Detroit, Grand Rapids, Traverse City, Holly, and Mancelona, will bring the total to 11. The main plant in Detroit makes automotive parts and parts for the Coca-Cola machines. In the business since 1911, the company has supplied automobile manufacturers with parts and accessories for years. General Motors, Chrysler, and Ford are customers of long-standing.

Kalmar Leaves A.B.T.

CHICAGO—Norman C. Kalmar of the A. B. T. Manufacturing Co. recently announced his resignation. Kalmar has been with A. B. T. for seventeen years. He is leaving the company to enter the brokerage business in Chicago.

With A. B. T. Kalmar held the position of comptroller and director of purchases. Leo Goblet, cost accountant for the company and associated with them for seven years, is scheduled to succeed Kalmar as comptroller.



In line with the general modernization of jobbing and distributing headquarters throughout the country, Western Distributors in Portland presents a distinctive new facade.

Glassgold Joins Bank

NEW YORK—George M. Glassgold, well-known as a counsel to coin machine manufacturing firms, has been retained by the Trade Bank & Trust Co. of New York as special counsel to their newly formed installment financing division. This division, handling payment transactions on income-producing equipment, will specialize in servicing manufacturers and distributors throughout the United States on coin-operated devices, air-conditioning equipment and similar lines.

* * *

He's just her type—a man.

LETTERS ♦ ♦ TO THE ♦ ♦ EDITOR

Detroit, Mich.

Gentlemen:

For the past three years I have enjoyed reading THE REVIEW. I think it tops all other magazines of its kind, month after month.

Emil Alexy

Passaic, N. J.

Gentlemen:

Forbes Magazine suggested I get in touch with you regarding the manufacture of coin machines.

I am interested in new coin machines and who makes them and where I can buy them? I have never been in this field and any information you can send me will be appreciated.

Edward J. Hansen

(EDITOR'S NOTE: The inquiries continue to flood in as the result of the publication of THE REVIEW'S address in FORBES. Each inquirer has been provided with the information desired and a specimen copy of THE REVIEW.)

Kansas City, Mo.

Gentlemen:

I subscribe to your monthly and think it is the best for vendors and coin machine operators.

Bernard K. Bitterman

Berkeley, Calif.

Dear Sirs:

I am interested in investigating the possibilities of the automatic coin machine business for my post-army future. I was in the merchandise business for 18 years prior to joining the army and feel that this growing business should offer excellent opportunities to one with a merchandising and selling background.

Will you kindly supply any information available as to manufacturers whom I may contact as to territorial rights, as well as other pertinent data. I am particularly interested in the movie machines, juke boxes, and games.

Captain Robert S. Lerch

(EDITOR'S NOTE: The Captain has been supplied information requested.)

COIN
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SOUTH SEAS
CONVERTED FROM
"KNOCKOUT"

★

Other Conversions From . . .

ZOMBIE DO-RE-MI
SUN BEAM STARS
DOUBLE PLAY LEADER
WEST WIND DUPLEX
SKY BLAZER

NOTE

We will buy at \$60 each, F.O.B. our factory, any of the above listed games.

★

UNITED Manufacturing Company
6125 N. Western Ave., Chicago 45, Ill.

See
Your
Distrib-
utor
or Write
Direct

Jerusalem, Palestine

Dear Mr. Blackford:

Being interested in the import, as well as in agencies of U. S. A. useful and attractive automatons, I intend to become a subscriber of your worthy paper. I, therefore, request you to kindly send me some samples of same and let me have your terms of subscription and advertisement.

May I also request you to kindly induce, by a suitable announcement, the producers of automatons and coin machines to send me their offers with respective reading material. Shall be most grateful to you for your support, guidance and cooperation.

Dov London

(EDITOR'S NOTE: Advertisers interested in contacting this Palestine account will be promptly provided with full information by writing THE REVIEW.)

Palms, Calif.

Gentlemen:

Let's see more articles like "\$180 A Week For Playing Post Office" which appeared on page 21 of the December issue. Also let's see more like "Is Your Future in the Vending Machine Industry." Give us more "dope" on metered movies.

Anton F. Bruns

(EDITOR'S NOTE: Can do. Watch future issues.)

Milwaukee, Wis.

Dear Paul:

I enjoyed reading the story on pages 21 and 22 of the December issue on Stamp Vending and have sent letters to many of my operators requesting them to either subscribe for THE REVIEW or write in for a copy of this month's issue as this story paints a better picture as to what can be done with the postage stamp dispensers a lot better than anything I can say.

I would appreciate having you send me a couple copies of pages 21 and 22. And send along a few subscription blanks to send out. I am also calling Shipman's attention to this story and hope they may be interested enough to have some

HERE NOW!

Gottlieb's New Post-War

STAGE DOOR CANTEEN

5-BALL NOVELTY GAME
FLASH, ACTION,
APPEAL and COLOR
NOT A REVAMP!

\$249.50

EXCLUSIVE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

reprints made as I know other distributors would appreciate having copies.

Wishing you the best of luck and hope you continue giving our end of the business a plug once in awhile, I am,

R. V. Jones

Tacoma, Wash.

Dear Sir:

I have been a subscriber and reader of THE REVIEW most of the time since publication started, while operating in Long Beach and Tacoma. I am desirous of getting in touch with some operator (preferably the one mentioned in "Playing Post Office" in your last issue, if it isn't a military secret) who is operating stamp vending machines. Any and all information you can send me in regard to stamp vendors will be greatly appreciated. Thank you.

L. I. Walrath

Glen Falls, N. Y.

Gentlemen:

There is an article in your December issue on postage stamp vendors and the possibilities. I am very interested in the idea and would like, if possible, the name and address of the party mentioned, along with any information you could give me as to contacts where equipment of this type could be purchased.

Thanking you, I remain a happy subscriber to the COIN MACHINE REVIEW.

C. B. Witham.

Cartagena, Colombia

Gentlemen:

Please find attached check for \$6.00 to extend my subscription to THE REVIEW. I am sending \$6.00 because the picture on phone is changing rapidly and I get of you to

(See LETTERS, Page 30)

The Key to a Future of Better PROTECTION

The ONLY
Key that
will
Open the
Famous

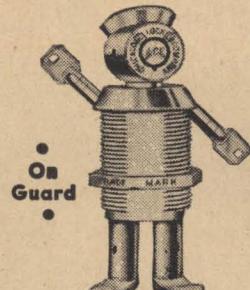
Shown about
twice actual
size



The One and
Only Ace ROUND
Key. Patented by
U. S. PATENT No.
1984202

← Note Individually
Notched Muzzle

Chicago "ACE" Lock



Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bitting on key, with each bitting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure

"Utmost Security"

CHICAGO LOCK CO.

2024 North Racine Avenue
Dept. 9-B, Chicago 14, Ill.

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FOR
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1946

VICTORY DERBY (One-Ball Multiple Pay Table)
(One-Ball Multiple Free Play) VICTORY SPECIAL
NEW CONSOLES (For Every Type of location)

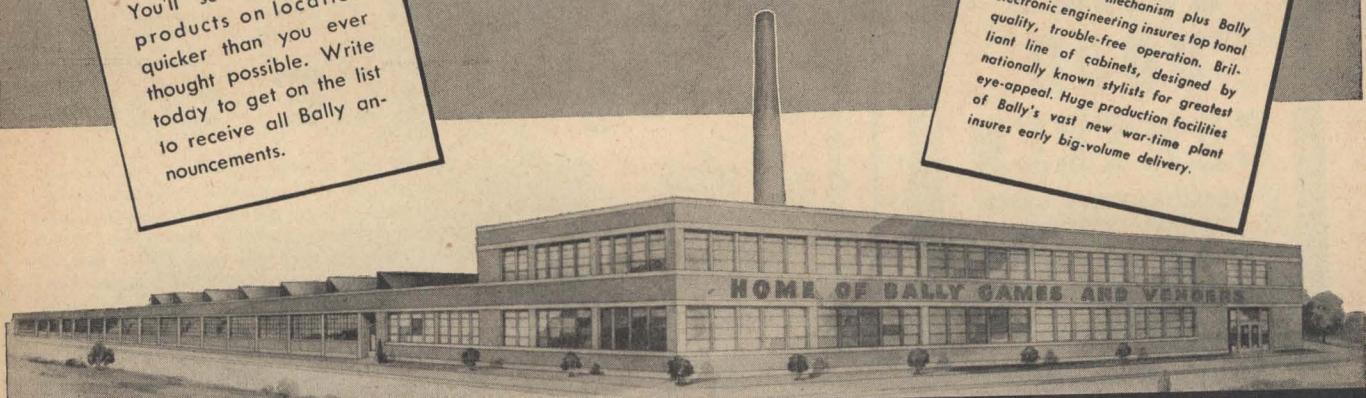


NEW 5-BALL NOVELTY SENSATIONS
NEW PHOTO-ELECTRIC TARGET GAMES
AND OTHER ARCADE TYPE GAMES
NEW BEVERAGE VENDORS
NEW IMPROVED MECHANISM . . . NEW BEAUTIFUL DESIGNS

• RE-CONVERSION of Bally's big new plant from war production is progressing at top speed. Day and night shifts are already producing game parts. You'll see new Bally products on location quicker than you ever thought possible. Write today to get on the list to receive all Bally announcements.

THE Bally PHONOGRAPH

Famous Gabel mechanism plus Bally electronic engineering insures top tonal quality, trouble-free operation. Brilliant line of cabinets, designed by nationally known stylists for greatest eye-appeal. Huge production facilities of Bally's vast new war-time plant insures early big-volume delivery.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

We Are NOW DELIVERING VICTORY DERBY

A BRAND NEW ONE-BALL MULTIPLE PAY TABLE

BALLY has long held a preference with amusement operators for BALLY GAMES MAKE MONEY FOR OPERATORS. This is the first BALLY Game to be produced since the War. It's symbolic of the fine Games BALLY has always produced. Tested—and a proven moneymaker for operators and—for the first time—revolutionary servicing features. Come in and see this game today!

VICTORY SPECIAL

A ONE-BALL MULTIPLE FREE PLAY

Here it is—the new, sensational game operators have been waiting for. You'll see this BALLY PRODUCT on countless locations. Don't pass it up. Victory Special is a moneymaker from the word GO. Tested! Proven! Sensational! Cash in on this NOW!

COME IN TODAY!



UNDERSEA RAIDER

An upright gun with unusual, timely appeal. Flashy, attractive, and play-inviting. Players torpedo submarines through a Periscope that simulates battle conditions. It's tops in suspense, action, interest AND EARNING POWER! Don't miss out on UNDERSEA RAIDER. It will bring you surprising returns.

AVAILABLE ON AN UNUSUAL
TIME PAYMENT FINANCIAL PLAN

MINTHORNE MUSIC COMPANY

2916-20 W. Pico Blvd.

PARKWAY 2177

Los Angeles 6, California

DISTRIBUTORS FOR J. P. SEEBURG CORP. and BALLY MFG. CO.



ARE PROFIT PRODUCERS

CHECK these FACTS . . .

LOOK at these FIGURES* . . .

SOUNDIES brings you the best obtainable in popular music.

- ✓ 9 out of the first 15 "Most Played Juke Box Tunes"
- ✓ 5 out of the first 7 "Best Selling Records"
- ✓ 4 out of the first 10 "Lucky Strike Hit Parade"
- ✓ 5 out of the first 10 "Best Selling Sheet Music"



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FEBRUARY
1946

There are over 1400 subjects in our vast library, the most complete selection in the country.

All Soundies films are cleared through established censorship authorities before distribution.

*These figures based on recent Billboard survey.

SOUNDIES DISTRIBUTING CORP. OF AMERICA, Inc.

209 W. JACKSON BLVD.

CHICAGO 6, ILLINOIS

LETTERS

(Continued from Page 27)

send me, if you can for four months, the "Red Hot News" by Airmail. THE REVIEW reaches me 20 days after it comes off the press and I get it very late. Please remember, early bird gets the worm.

Wishing you all kinds of success in the New Year.

Carlos A. Martinez

Cowansville, Que., Canada
Dear Sir:

I was much interested in your article in the December REVIEW on the postage stamp vending business and wonder whether you

can give me the names and address of manufacturers of such machines.

I might add that I am enjoying reading your splendid journal and will take this opportunity of wishing you Compliments of the Season.

George H. Barnes

Tucson, Arizona

Gentlemen:

In your January issue, under "Red Hot News" you stated that two of the automatic phonograph manufacturers may be expected to break the price structure and sell for less. Can you supply me with their names?

Paul W. Hawkins

(Sorry, but reports in this department are as complete as we can reveal at time of publication. This particular report is materializing and one old line manufacturer will be the first to make the "break.")

Keeney Moving

CHICAGO—J. H. Keeney and Co., Inc., is moving from 610 South Ashland Avenue to their new building at 2600 West 50th Street. They hope to complete the move by February 1.

New building, formerly occupied by Majestic Radio and Television Corp., is of modern construction and has a floor space of 60,000 square feet. An additional adjoining 25,000 square feet is available for future expansion. Remodeling of the interior has given the firm ten private offices and several laboratories for experimental and development work.

The general manager, William J. Ryan, states that the general layout of the new quarters is such that production facilities will be greatly increased.

STANDARD BRANDS Presents the MACHINE TESTER

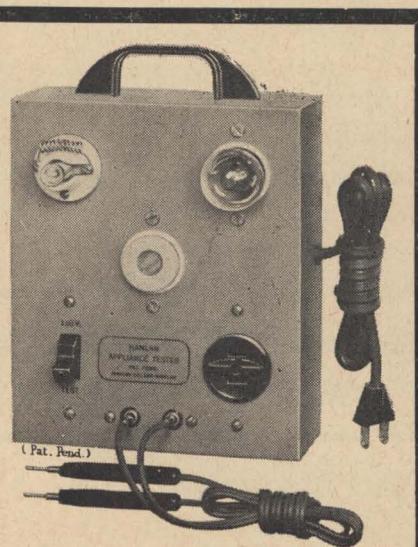
Locates trouble instantly in all electrical devices. Tests continuity, open circuits, grounds, etc. Short circuits easily detected. No blowing of fuses. Highly efficient. Easy to use. Perfectly safe. Every operator should have one.

\$9.50

complete with instructions

Badger Sales
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Los Angeles

Badger Novelty
2546 North 30th St.
Milwaukee



Immediate
Delivery
ABT COIN CHUTES
Mills Vest Pocket F.P.,
Chutes.....\$3.50

SEE
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

AUTOMATIC MUSIC

Phono Routes Sold

CHICAGO—Two large automatic phonograph routes have been sold recently. Latest sale was that of the Paramount Music Co., owned and operated by Joseph A. Kroeck, to the Universal Automatic Music Co., owned and operated by Joseph Peskin.

The 107 automatic phonographs of the route are located on the north side of the city in the "Gold Coast" area. Added to Universal's previous holdings, they bring the total to nearly 900 machines covering a large section of the city. Kroeck had operated his route since 1937.

A previous sale, also of recent date, concerned the machines of the Ace Music Co. Ace had between 550 and 600 automatic phonographs. The greater part of the machines was purchased by the ABC Music Service Corp.; the remainder was purchased by Abe Koren, brother of one of the Ace partners.

The ABC Music Service Corp., formed by 12 music operators for the purpose of acquiring the Ace holdings, is headed by Bert Bondioli, president; Jerry Shuman, secretary; Ray Cunliffe, treasurer; Bob Gnarro, vice-president and general manager.

Lou Koren and Max Berenston, sellers of Ace's machines, have formed a new corporation, the Distributing Corp. of Illinois, and will act as distributors in Illinois for the Aireon Manufacturing Corp.

Music Merchants Donate

CHICAGO—Over \$4,500 in contributions were turned over to George Markling, local field worker of the Sister Elizabeth Kenny Foundation by M. G. Hambergren, vice president of the Rudolph Wurlitzer Co., during mid-December. Money was collected by Wurlitzer distributors during their convention at the Bismarck hotel. This added contribution pushed the Wurlitzer "Sock Polio" Fund over \$7,000.



Bill Brase

Brase Joins Aireon

KANSAS CITY—William F. (Bill) Brase has been named Chief of Field Service Engineering for Aireon's music division.

Brase takes to his new job a wealth of knowledge gained in fifteen years of experience in the field. He started his career in his home town, Ft. Wayne, Indiana, with the Capehart Corp. From there he went to North Tonawanda, New York, where he was field service engineer over a large territory for the Rudolph Wurlitzer Co. For over five years he was director of purchasing for the Packard Manufacturing Corp. at Indianapolis.

Brase knows the automatic music biz inside out having worked in all branches of it—mechanical inspection, electrical test, electrical engineering, field service, and purchase. His selection by R. R. Greenbaum, Vice-President of Aireon, is in line with Aireon's policy of collecting the best experience in the trade.

Capehart Honored

CHICAGO—"It never rains, but it pours" is an old saying usually applied to unpleasant events. We are happy to report that the adage has more pleasant application at times.

Senator Homer Capehart, president of the Packard Manufacturing Corp. of Indianapolis, was in the Blackstone Hotel at Chicago. He was there to attend a dinner given by the Coin Machine Manufacturers in his honor. High-light of the event was the presentation to the Senator of a portrait done in oil. At least, that was one highlight. The music merchants, jobbers, and distributors of the Atlantic Seaboard furnished a further tribute in the form of a telegram announcing placement of huge orders for Packard Products.

Orders were for 10,000 automatic musical instruments, 3,700 Packard automatic remote control boxes, and 625 rotary speakers. In all, these orders amounted to about \$4,500,000. The orders were placed with Joe Darwin who wired the announcement. All came voluntarily within a week's time. Operators, jobbers, and distributors of all the leading cities of the East were represented in the order.

Boy, that's what we call a deluge! Need an umbrella, Senator?

County Ups Taxes

LOS ANGELES—The Board of Supervisors of Los Angeles County on January 9th passed an ordinance setting the annual license fee for automatic phonographs at \$12.00 per year. The machines had previously operated tax free. The \$12.00 tax on pinball machines was raised to \$24.00 and an additional \$1.00 will be levied against each machine attached to a wall.

As drafted the ordinance assesses the tax against the establishment in which the devices are located.

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CALIFORNIA MUSIC OPERATORS ASSOCIATION

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GEORGE A. MILLER
State President and
Business Manager

L. H. STRICKLER
Vice President

MILES K. STANDISH
Secretary

LUCILLE MADDOCK
Office Secretary and Treasurer

Board of Directors:

C. G. SILLA
Chairman
C. L. SPEAR
J. K. THOMPSON
FRANK MORGAN
J. R. RAMOS

California Music Operators Association
Membership Is Successful
Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

*Strategically
Located*

**THESE PIONEER AND V
ARE READY TO**

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PUGET SOUND NOVELTY Co.

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Streamlined Distribution in the Modern Manner
1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA
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LOOK TO ROCK-OLA

ELL ESTABLISHED ORGANIZATIONS
SERVE YOU WITH THE NEW

graph of Tomorrow!

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NAT SCHOEN

1516 N. E. 33 AVE.
PORTLAND 13, OREGON



In Spokane

ARTHUR C. RUD

A. C. RUD COMPANY

947 EAST 29TH, SPOKANE 10, WASH.

Telephone: MAin 1475



E. GEORGE BENNETT

WILLARD WAYNE

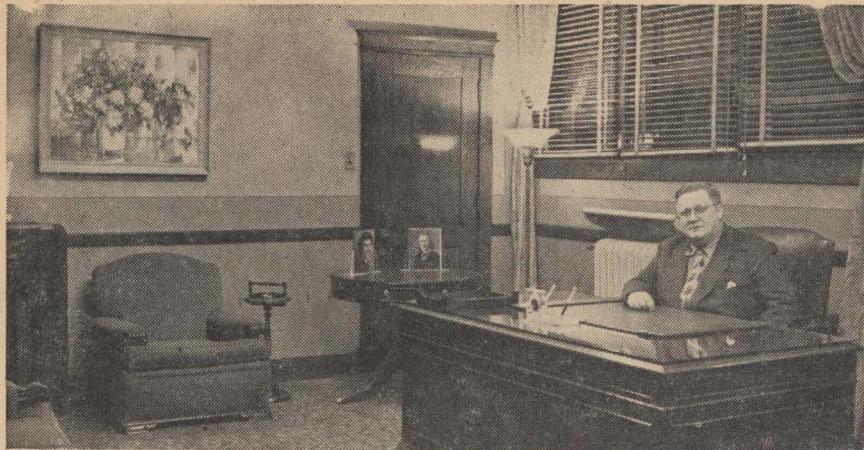
C. R. MERRILL



ROCK-OLA



— FOR LEADERSHIP!



Office of a bank president? No, it's the office of an OPERATOR—J. A. Stevenson of Consolidated Amusements in Salt Lake City, who is seated at the desk. Stevenson recently remodeled his offices and operating quarters in a fashion which should be an incentive to other operators to provide themselves with more suitable quarters and surroundings that reflect the dignity we are trying to create for the Coin Machine business.

Coinmen Learn of Aireon War Wonders

KANSAS CITY—The Radio and Phonograph Division of Aireon Manufacturing Corp. recently held the first of a series of private showings for distributors of Aireon's new automatic phonographs and remote control equipment. At the Aireon factories and offices here Host R. R. (Rudy) Greenbaum, Vice-President of the company, greeted C. V. Hitchcock and E. H. Cashion of the Hermitage Music Co., Nashville, J. L. Brown of the C. E. Howard Co., a branch of the Hermitage Co. in Birmingham, Alabama, and H. M. Branson and Gil Brawner who represent the Branson Distributing Co. of Louisville, Kentucky.

After the preview of the new Aireon Phonograph Rudy revealed a little of Aireon's past history which, until recently, has been a secret by Government request.

Over a thousand transmitters were made for the Army's airways communication system and many more thousand for the Signal Corps. More spectacular, however, were Aireon's jamming devices which flew with the Liberators, the Forts and Superforts, and rode with the Navy's ships and invasion craft.

Radar countermeasures, that is, jamming devices, were made to distort the enemy's radar scope so that he couldn't see when he was being attacked. Aireon made this equipment from bread-board or prototype models supplied by government research agencies. These devices proved so effective that similar equipment was supplied to the Bureau of Ships, United States Navy.

Aireon received the first prototype model in October, 1943. It was a low frequency device of which an improved model was developed for production by the Aireon engineering staff. Delivery of the first production model was made in February, 1944, and thereafter several thousand of these were made. The first contract was followed by subsequent orders for other equipment designed to operate on a higher frequency.

A typical example of the role played by Aireon is the history of one particular radar jamming transmitter, power supply and modulator, which was designed to radiate in the 350-1, 400 megacycle region. The prototype for this model was delivered in January, 1944, and Aireon immediately set to work in collaboration with the government agency, Aircraft Radio Laboratory, to develop an improved model for production. A "crash" order for 100 of the units was placed in February and completed before the end of June. Final approval of the design was followed by a contract order for 4,000 of the units. Deliveries on this model alone reached 1,000 a month, this being done concurrently with production of a dozen other electronic devices.

All countermeasure equipment called for various special types of antennae. These, too, were developed and produced by Aireon following the incorporation of production changes in prototype.

With satisfaction over its war job well done, Aireon can now, as Rudy says, "exert every effort to produce the finest automatic phonograph the country has ever seen."

* * *

Give—to the RED CROSS

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
\$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
\$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST.

NASHVILLE 3, TENN.



Harry Drollinger

Drollinger Order Terrific

DALLAS—In a recent interview, Harry Drollinger announced that he had just written the largest order for music merchandise in his career. Harry is regional manager for Packard Manufacturing Co. of Indianapolis. With headquarters in Dallas, he covers Texas, New Mexico, and Louisiana for Packard. The order referred to was signed by Collis Irby, Senior Partner of the Walbox Sales Co. of Dallas, and will make Walbox the distributor in that territory.

Harry has a lot of experience in the music business. Prior to the war, he conducted the service school and service department for Packard. He was appointed regional manager early in November. Working with Harry is George Wrenn, his former partner.

Columbia Signs Dinah

BRIDGEPORT, Conn.—Edward Wallerstein, President of Columbia Recording Corp., announces the signing of Dinah Shore to a long term contract starting January 1, 1946, to record exclusively for Columbia. Wallerstein and Marie Sacks have gone to California to supervise the first recording.

Shaffer Expands

WHEELING—Shaffer Music Co. of Columbus, Ohio, has opened an office for service and parts at 1925 Market Street, Wheeling. Another office in Charleston, West Virginia, is planned. Shaffer is the distributor for Seeburg products.

Let Us Re-Sharpener Your Juke Box Needles

Guaranteed To Give You New Needle Service

Write for Free Shipping Containers

RE-SHARP NEEDLE SERVICE

P.O. BOX 770
FORT DODGE, IOWA

NEW WURLITZER MODELS SCORE

Smash Hit



on NATIONAL WURLITZER DAYS

For two solid days Wurlitzer Music Merchants packed our salesrooms and showered praise on the new Wurlitzer models. Their unanimous verdict was, "The greatest Wurlitzers of all time!"

If you haven't seen or heard them, come in now. Find out what it means to be a factory-approved Wurlitzer Music Merchant. Your eyes and ears will tell you it will mean more locations—more profits for you.

WOLF SALES COMPANY Exclusive WURLITZER Distributors

For Colorado, Wyoming, Utah, Arizona, New Mexico, Eastern Idaho

1932-4 Broadway

Denver 2, Colorado

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Record Firm Entertains

SEATTLE—The day when record distributors leveled their heavy sales guns at retail dealers and accepted the business of operators as a matter of course is past and buried. The jobbers are fully cognizant of the tremendous dent the phono boys make in their stocks and they're not losing sight of the fact in the promotional build-ups.

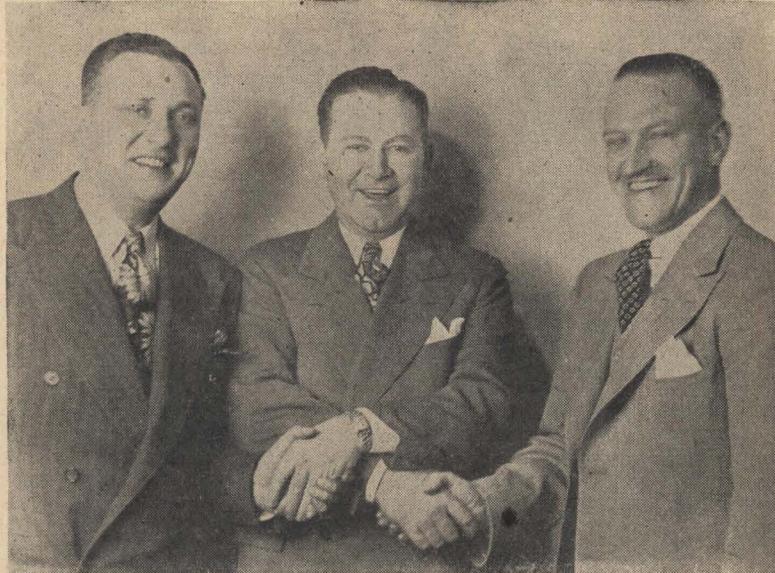
Hence there was a generous sprinkling of music operators at Columbia's post-war dinner meeting January 9. One hundred people had been expected, but 170 jam-packed the New Washington Hotel's Windsor Room.

Charley Stewart, president of Sunset Electric, Columbia's Northeast outlet, opened the verbal gymnastics. "We are moving into a new era," he told the gathering. "We are leaving the seller's market and entering the buyer's market. And to meet the change and the subsequent increased demand for records, we have revamped our facilities. Not many years ago we were selling a total of 4000 records monthly in Washington, Oregon, Montana, Idaho and Alaska. Last month we sold ten times as many in Seattle alone! The record business has grown out of its swaddling clothes; it has moved from the back room to the front."

Rosen Gets AMI

CHICAGO — Doc Eaton, general sales manager of AMI, has announced the appointment of David Rosen, Philadelphia, as distributor of AMI automatic music in eastern Pennsylvania and Delaware.

AMI continues to receive tremendous publicity in national magazines and newspapers and a recent issue of the *Cosmopolitan* featured a picture of an AMI instrument installed at recreation quarters for submarine crews at an advance base on Saipan.



Wurlitzer Export Manager Dave Lee, center, greets Wurlitzer's Canadian Distributors Al Siegel, left, and Hugh Smith, right.

Canadian Men Appointed

NORTH TONAWANDA—With a two-way handclasp, Dave Lee, Wurlitzer Export Manager, completed Wurlitzer's new Canadian Distributor setup.

The Siegel Distributing Co., under the leadership of Al Siegel, will be exclusive Wurlitzer Distributors in central and eastern Ontario, the Province of Quebec, and the Maritimes. Headquarters will be maintained in Toronto and Montreal.

The Smith Distributing Co., with home offices in Vancouver and Winnipeg, will serve central and western Canada including the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, and the Lakeland District of Ontario.

Lee states, "With these two strong, aggressive outfits in action, I have every confidence that the interests of Canadian Music Merchants will be served with the highest degree of satisfaction."

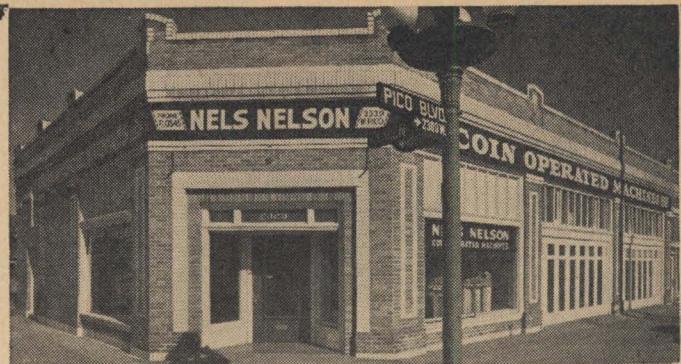
BRING 'EM IN!

Factory trained mechanics are on hand to take care of all your phonograph and amplifier repair and maintenance problems. Any job—large or small—at reasonable rates.

CASH WAITING

We will pay top market prices for used phonographs and remote control equipment. AND, see us for any phonograph equipment you may need.

NELS NELSON



2329 W. Pico Blvd., Los Angeles 6, Calif.

Fitzroy 0545

Buckley Bill Sleeping

WASHINGTON—Concern over a bill in Congress known as the Buckley Bill (HR-3190) has prompted the head of Silent Sales System, Major Ira T. Byram, to offer a special service to members of the automatic phonograph trade. The firm, whose address is 635 D Street, Northwest, will send a copy of the bill to any member of the trade requesting it.

The Buckley Bill would amend the copyright law in such a way that it would be possible for owners of copyrights to demand a special fee for the use of records in automatic phonographs. Such a move was attempted in Canada whereby copyright owners demanded an annual fee of \$10 from each automatic phonograph. Eventually the collection of the fee was held to be unwarranted.

No action on the Buckley Bill has been taken as yet by the House Patent Committee. After the first introduction of the bill, the motion picture industry exerted pressure so that the bill was recalled and rewritten to omit provisions relative to the motion picture trade. It is felt by many that the present copyright law, passed in 1909, gives adequate protection to all concerned and that there is, therefore, no need for revision. However, many agree with Major Byram that members of the automatic phonograph trade should acquaint themselves with the situation and be prepared for any action which may seem necessary.

Rosen Out of Service

LOUISVILLE—The Louisville branch of the Ohio Specialty Co. recently put out the welcome mat for Charlie Rosen. Discharged from the Navy, Charlie is back on the job as manager of the branch.

Charlie's firm has been appointed distributor of Packard automatic phonograph equipment in the Kentucky-Southern Indiana territory.

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Fred Gaunt

20 Years in Industry

LOS ANGELES—Within a few months Fred Gaunt, of General Music Co., will celebrate the completion of his twentieth year in the coin machine business.

It was back in July, 1926, when Fred first became interested in this field in Louisville, Kentucky. At that time he started out with a few Seeburg automatic pianos and later became distributor for them. Successively he has been a serviceman, operator, jobber, distributor and today is manager of the local office of General Music.

"Yes, I've been everything there is to be in this business and I've loved every minute of it. It has been interesting to see it unfold and develop and the process has actually only started," says Fred. "Big things are ahead in the years to come and some revolutionary machines are coming."

During the war years Gaunt has directed General Music's activities in the buying and selling of routes and has become somewhat of an expert on them. "I am proud to be associated with an enterprising management such as Bud Parr provides at General Music. We have big plans for the future and shortly we'll announce some of the lines we intend to feature," concluded Fred.

Regional Meet in L. A.

LOS ANGELES — Rudy Greenbaum, Aireon vice president, held a regional meeting of sales managers and distributors at the Ambassador Hotel and the Aireon offices in Hollywood the latter part of December. Accompanying Rudy was William Roberts, assistant advertising manager.

Packard Appoints Five

INDIANAPOLIS—Packard Manufacturing Corp., through President W. F. Struby, announces the appointment of five new Regional Managers, several of whom are returning to their old stamping grounds.

Robert S. (Bob) Bleekman returns to Illinois territory and will also cover new territory in Wisconsin. Harry Payne of Newark, Ohio is the Regional Manager for the State of Ohio where he is well known because of his long experience in that area. The Southeastern Regional Manager is Harry Moseley of Richmond, Virginia, who has been in the automatic music business for many years and knows the business from every angle. His territory runs from Virginia south through Florida, along the coast. Harry Drollinger is the Regional Manager in Texas and surrounding territory. Before the war Harry was Service Manager for Packard. Having been one of the original music operators in the country, Drollinger is well known in the trade. Missouri, Kansas, and Oklahoma will be covered by Roger Q. Kramer. Roger, too, has a lot of experience in the automatic music business and is well qualified to help operators and distributors in his territory.

The new Regional Managers are already on the job with news of the Packard 1946 Pla-Mor line.

Recent additional appointments made by Packard have been announced by W. F. Struby. The new Regional Manager in the Minneapolis region is Bill Mossbarger who is returning to his old territory. Art Nagel, with much experience in the automatic music business both as an operator and as a distributor, has been appointed Regional Manager for Tennessee, Kentucky, and adjacent territory.

An old-timer in the business is Fred Fields of Seattle who will cover the Northwest for Packard. J. A. (Joe) Darwin is the new Manager for the territory from Washington, D. C., northeast, including the Boston area. Joe is well-known in the industry, particularly in the Eastern section.

To the Michigan and Indiana territory goes W. P. Merchant who has had some twelve years experience in that area. Another experienced man is Sam Cass, the new Regional Manager for upper New York state, Pennsylvania, and adjacent territory.

New ARA Offices

HOLLYWOOD — American Recording Artists has announced the opening of three new offices. First is in New York at 313 West 57th St.; second in Chicago at 164 North Wacker Drive, and third at 1706 G Street, N. W., in Washington, D. C.

Our Prices on Phono Needle Re-Sharpening Remain the Same, Despite Increased Costs

1-50 Needles Re-Ground @ 15c
51 or More Re-Ground @ 10c

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE

P.O. BOX 770
FORT DODGE, IOWA

To This Age of
Electronic Marvels...



Aireon CONTRIBUTES...

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The Electronic Phonograph

**A Completely
New Standard
of Perfection In
Coin-Operated**

**Music
Equipment**

Many features, never before possible in "automatic" phonographs, give the Aireon *Electronic Phonograph* a completely new standard of perfection in play-appeal, beauty of lighting and tone, automatic volume control, simplicity of servicing, trouble-free operation. The latest discoveries and developments of electronics have been applied to this coin-operated musical sensation for the pleasure of the player and the profit of the music operator.

Those prize locations you now have—and those you've always wanted—are safe and sure for the operator who offers Aireon. Be the first to see and hear Aireon on "A Day". You'll agree...

FROM NOW ON...

Aireon
MANUFACTURING
CORPORATION

KANSAS CITY • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • OKLAHOMA CITY • GREENWICH, CONN. • MEXICO, D.F. • SLATER, MO.

WHERE WILL YOU BE ON "A DAY"?

Mr. Music Man—

HERE IS YOUR OPPORTUNITY!

A COMPLETE JENNINGS TELEPHONE MUSIC SYSTEM, READY AND WAITING TO BEGIN EARNING FOR YOU A REAL RETURN ON YOUR INVESTMENT

IT CONSISTS OF:

- 3 Jennings turntable units, each with 15 turntables, equipped with GARRARD turntable motors.
- 30 Jennings Telephone Consoles.
- 44 Jennings counter or bar boxes, with head phones.
- 28 Jennings wall boxes, with head phones.
- 3 Jennings record racks, each holds 1100 selections.
- 3 15" Dynamic speakers in wall cabinets.
- 3000 Records, numbered for use with this system.

This complete unit has been running here in Dallas, but due to the moving here of the Eighth Service Command, we were forced to relinquish our telephone lines to them for government use.

The price of the entire system is:

\$12,500.00 f.o.b. Dallas, Texas

One third deposit with order, balance C.O.D.
via suggested routing.

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GENERAL DISTRIBUTING COMPANY

2812 Main Street

Dallas 1, Texas

Phone Riverside 8848

Dixon Signs with Aireon

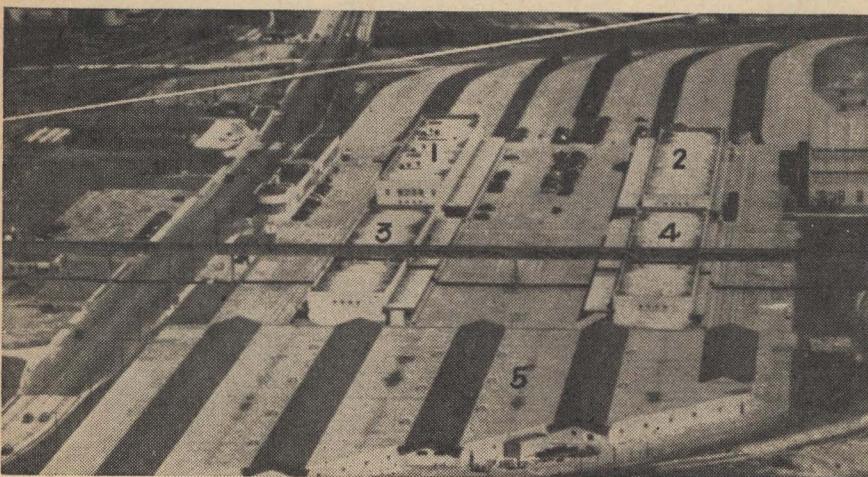
KANSAS CITY — According to Rudy Greenbaum, Vice-President of Aireon Manufacturing Corp., Leo Dixon of Cleveland is a charter member of the newest "family" in the automatic music business. Leo's Triangle Music Co. in Cleveland, the Tri-State Distributing Co. in Pittsburgh, the Marquette Distributing Co. in Detroit, and the Miami Distributing Co. in Indianapolis have contracted to become authorized factory distributors of Aireon's new automatic phonographs and accessories.

Leo is well known by automatic music men throughout the country. He has been in the coin operating business since 1933

when he started with the original Whiffel Board. He entered the automatic music business in 1936 and soon became one of the largest operators in the country. Leo was instrumental in organizing the Ohio Phonograph Operators Association and helped organize other territories such as Philadelphia, Detroit, Indianapolis, Terre Haute. At present he is president of the Ohio State organization.

Hutton on Victor

CAMDEN—Betty Hutton, singing comedienne, has been signed to an exclusive recording contract by RCA Victor. First recordings will be made the last of January in the Hollywood RCA studios.



Aerial view of Aireon's Kansas City plant at the confluence of the Missouri and Kansas rivers. The five buildings, approximately 500,000 square feet of floor space, will be used in producing the Aireon phonographs. Railroad sidings and huge parking area is also shown.

We announce with pride the exclusive distribution of the following lines of equipment for the states mentioned as indicated:

Rock-Ola Manufacturing Corporation
for
North Texas, New Mexico and Oklahoma

Williams Manufacturing Company
for
Texas, New Mexico and Oklahoma

Victor Vending Corporation
for
Texas, New Mexico, Oklahoma, Arkansas and Louisiana

Advance Machine Company
for
Texas, New Mexico, Oklahoma and Louisiana

With several more important franchises to be concluded in the near future.

Solotone Corp. Formed

LOS ANGELES—Solotone Corp. is the name of a new organization formed here to manufacture and sell time music boxes. Officers are L. B. McCreary, Bud Parr and E. E. Wilson.

The Solotone box is smaller than a Pla-Mor and consists of a small speaker and coin mechanism. Music is piped to the box from a central studio over telephone wires. In the central studio, music is from a regular phono mechanism and no girls are employed as with telephone music.

Music consists of popular tunes and the boxes are non-selective. Upon inserting either a nickel or dime the patron receives the equivalent of three or six minutes of intimate music from the box he is patronizing. Box takes up to 15 coins. Only one wire is required into a location and on test installations it has been found the average wire charge over phone lines is approximately \$4.25 per month.

On test runs in the north, unusual grosses have been recorded, running as high as \$300.00 per week. For example, a 24 box installation can show a return as high as \$1.20 for three minutes if all 24 boxes are in use. Locations are raving about the service for all blasting is eliminated and earnings exceed anything previously experienced.

McCreary and Wilson have had more experience in this particular line of automatic music than probably anyone else in the field and operators, jobbers and distributors have been flying in from all parts of the nation to put cash on the line for early delivery of Solotone boxes. A complete report on the box, its specifications and color illustration will appear in an early issue.

AIREON ELECTRONIC PHONOGRAPHS



OSBORN DISTRIBUTING CO.

Exclusive Northern California Distributors

TEMPORARY ADDRESS

Leamington Hotel, Oakland, California

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Seriously Speaking — —

— Can you, as an experienced music operator, imagine a phonograph without

FIBRE GEARS — A STAR WHEEL — RECORD DISCS

RECORD TRAYS — UNIVERSAL JOINTS — CLUTCHES

... and with only 25% of the usual moving parts?

— Can you imagine a phonograph five years ahead in "Eye-appeal," "Play-appeal" and "Ear-appeal"?

— Whether you can or cannot imagine such an instrument . . . you owe it to yourself to come and inspect the New Aireon Electronic Phonograph on "A" day.

Watch for your invitation . . . remember the time and place!

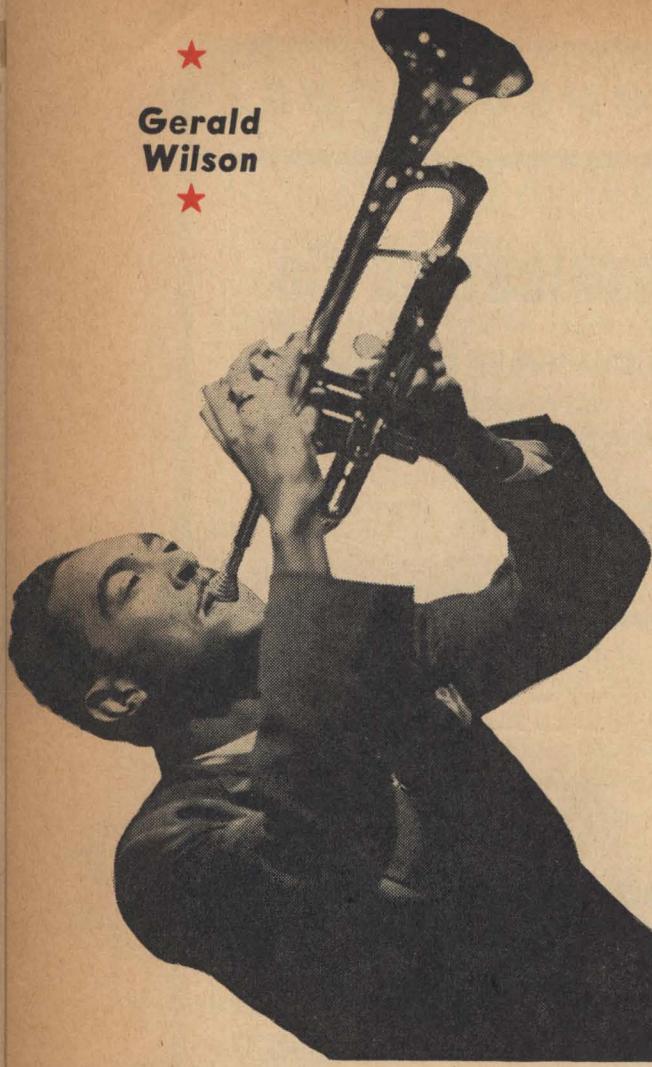
From now on—It's Aireon! I'll be seeing you.

DeLoss Osborn

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"COME SUNDAY"
Instrumental arranged by Gerald
Wilson
#150 "LOVE ME A LONG, LONG
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Vocal by Estelle Edson
"I DON'T KNOW WHAT
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Wilson

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"WAS IT WRONG"
Vocal by Claude Trenier

#141 "MY BABY'S BUSINESS"
Vocal by Jimmy Rushing
"PRESTON LOVE'S MAN-
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Instrumental

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Vocal by Jimmy Rushing
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CAPITOL

5★ 230 Johnny Mercer
PERSONALITY (FT V)
IF I KNEW THEN (FT V)

Mercer's sensational bouncy rhythm is nicely show-cased on this tune with the Pied Pipers chirping along to make this a smash disc for Capitol to start 1946. Smooth, flowing tempo and mighty easy to listen to. Lyrics are intriguing and the Weston background is tailor-made. Flip-over is a favorite of a few years ago cleverly treated with a novel rhythmic twist. A bang-up record for top grosses.

COLUMBIA

4★ 36889 Count Basie
JIVIN' JOE JACKSON (FT VC)
QUEER STREET (FT)

A phenomenal rhythm sense is displayed by Basie in this exciting arrangement that introduces his new thrush, Ann Moore. Second ditty brings into play every member of the Basie combo with the Count's piano passages woven in and out against a striking effect of syncopated saxes and brass. A jiving jump number. Very good.

5★ 36890 Gene Krupa
ARE THESE REALLY MINE? (FT VC)
HARRIET (FT V)

A sweet tune with the music in a romantic groove. Buddy Stewart commits himself well on the sentimental lyrics but the nod for rating goes to the swing western novelty song on the "B" side. Buddy Stewart and Anita O'Day are featured on this cowgirl tune which has a tricky beat with a cute lyrical story. Count on this side to make the coin. It won't disappoint.

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3★ 36891 Roy Acuff
NO ONE WILL EVER KNOW (OT V)
I THINK I'LL GO HOME AND CRY (OT V)

Fiddles and twanging guitars back up Acuff's singing of a couple of tunes that will merit prime attention from old time music fans. Acuff has a terrific following and his individual style is in evidence on both tunes.

5★ 36887 Harry James
9:20 SPECIAL (FT)
AIN'T MISBEHAVIN' (FT)

A smash hit. Both sides are strictly instrumental and pure unadulterated swing at its best. The James horn is on hand for a blow-off finale on the first side while the sax and brass sections shine brilliantly in early parts of the number. Second side rocks along in a slow swing groove from start to finish and bandmen make the most of their relaxed playing. Count on this for heavy returns.

3★ 36888 Frankie Carle
PROVE IT BY THE THINGS YOU DO (FT VC)
DON'T YOU REMEMBER ME? (FT VC)

Average numbers. Outside of some interesting piano passages there isn't too much to recommend these tunes for use on the automatics. For program fillers, alright, but never in featured spots. The "draw" just isn't here.

3★ 36878 Johnny Bond
GOTTA MAKE UP FOR LOST TIME (HB V)
BABY YOU GOTTA QUIT THAT NOISE (HB V)

Timely hillbilly tunes featuring Bond and the Red River Valley Boys. Johnny does the vocals and brings out all the sentimental appeal. For spots eating this sort of menu here is a valuable main dish.

3★ 36885 Curt Massey
DON'T LIE TO ME (V)
THE GANG THAT SANG HEART OF MY HEART (V)

Massey, long featured on records and on the air, steps out straight to do these vocals with Mitchell Ayres' band backing up to furnish the troubadour excellent accompaniment. Chap has a good following in hillbilly and old time spots. They'll go for these straight tunes.

4★ 36894 Cab Calloway
THE HONEYDRIPPER (FT VC)
IF THIS ISN'T LOVE (FT VC)

Columbia got in on the tail end of this disc for "Honeydripper" is picking up loose ends now . . . the cream is off the number. The Calloway number is excellent and if you have race spots that go for Calloway stuff you'll get a tumble on their rendition of this record. Second side has Cab and the Caballiers vocalizing on a bang-up tune by the band. Very good.

3★ 36892 Frankie Carle
OH! WHAT IT SEEMS TO ME (FT VC)
AS LONG AS I LIVE (FT VC)

A sparkling pair of tunes with the piano work of Carle in evidence on both numbers. Marjorie Hughes does the vocals on the first and Paul Allen on the flop-over. Sentimental and dreamy stuff ideal for dancing and listening.

4★ 36899 Harry James
I'M ALWAYS CHASING RAINBOWS (FT VC)
BABY, WHAT YOU DO TO ME (FT VC)

The revival of this old tune in a new picture "The Dolly Sisters" presents the expressive trumpet of James backed by a throbbing undercurrent of rhythm. Taken at slow tempo it is interesting to listen to. Vocal is by Buddy Di Vito while Kitty Kallen chirps on the flop-over which is a cute rhythmic ballad. Good.

3★ 36897 Woody Herman
LOVE ME (FT VC)
I'VE GOT THE WORLD ON A STRING (FT VC)

Although the first is predicted to be one of the first big hits of the year, the Herman Herd treatment won't enhance its popularity. Slow and terrifically boring with vocals poorly handled. The interpretation of the oldie reveals a face-lifting and a svelte styling that is exciting, to a degree. Okeh as a stack filler.

4★ 36896 Les Brown
WE'LL BE TOGETHER AGAIN (FT VC)
A RED KISS ON A BLUE LETTER (FT VC)

"A" side is an original by Les that may outsell and out-play his "Sentimental Journey." Band does an excellent job on it and the tenor sax solo is a standout. Flip-over is a sentimental ditty featuring soft woodwinds and muted brass. Acceptable.

4★ 36898 Al Dexter
HONEY DO YOU THINK IT'S WRONG (OT V)
GUITAR POLKA (Inst.)

There's a tremendous market for Dexter's stuff on the automatics and this pair will draw plenty of attention. Al sings throughout the first side and the polka novelty has a lively rhythm beat and plenty of western heat emanates from the string band.

(See RECORDS, Page 46)

IF THE GROOVES IN MY FACE
WERE STRETCHED OUT, IN A
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ABOUT 500 FEET! A PERMO
POINT NEEDLE WILL TRAVEL IN
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 (from the 20th Century-Fox picture "The Dolly Sisters")
 RCA VICTOR 20-1788

JOHNNY DESMOND with Russ Case and his Orchestra
DON'T YOU REMEMBER ME?
IN THE EYES OF MY IRISH COLLEEN
 RCA VICTOR 20-1796



ERSKINE HAWKINS and his Orchestra
I GUESS I'LL HAVE TO GET ALONG WITHOUT YOU
 Vocal refrain by Dolores Brown
HOLIDAY FOR SWING
 RCA VICTOR 20-1794



SAMMY KAYE and his Orchestra
I DIDN'T MEAN A WORD I SAID
 Vocal refrain by Billy Williams and Recitation by Sammy Kaye
ATLANTA, GA.
 Vocal refrain by Billy Williams
 RCA VICTOR 20-1795



VAUGHN MONROE and his Orchestra
YOU MAY NOT LOVE ME • JUST MY LUCK
 (both from the musical production "Nellie Bly")
 Vocal refrains by Vaughn Monroe and The Norton Sisters
 RCA VICTOR 20-1779



DAVID ROSE and his Orchestra
ONE LOVE • HUMORESQUE
 RCA VICTOR 20-1780



CHARLIE SPIVAK and his Orchestra
THE BELLS OF ST. MARY'S
 (from the RKO picture "The Bells of St. Mary's")
YOU CAN CRY ON SOMEBODY ELSE'S SHOULDER
 Vocal refrains by Jimmy Saunders
 RCA VICTOR 20-1791



OLD FAMILIAR TUNES

ELTON BRITT

WAVE TO ME, MY LADY
 with Orchestra
BLUEBERRY LANE
 with Male Trio and Orchestra
 RCA VICTOR 20-1789

CECIL CAMPBELL'S TENNESSEE RAMBLERS

HAWAIIAN SKIES
 Vocal refrain by Trio
MIDNIGHT BOOGIE
 RCA VICTOR 20-1790

ZEKE MANNERS
 and his Band
SIOUX CITY SUE
 Vocal refrain by Curly Gribbs
DON'T DOG ME 'ROUND
 Vocal refrain by Zeke Manners
 RCA VICTOR 20-1797

MORRIS BROTHERS

(Wiley and Zeke)
 Vocal duets with mandolin and guitar
SALTY DOG BLUES
SOMEBODY LOVES YOU, DARLIN'
 RCA VICTOR 20-1783

ROY ROGERS

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 with Orchestra conducted by Perry Botkin
YOU CAN'T BREAK MY HEART
 (It's Been Broken Before)
YOU SHOULD KNOW
 RCA VICTOR 20-1782

NEW RACE RELEASES

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WHISKEY HEAD BUDDIES
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 BLUEBIRD 34-0741

BIG MACEO

, Blues singer
 with Piano, Guitar and Drums
CHICAGO BREAKDOWN
WINTER TIME BLUES
 (Vocal on B side only)
 BLUEBIRD 34-0743

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RCA VICTOR



FOR THE DISCS THAT MAKE
THE DOUGH COUNT ON...

COIN
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REVIEW

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GIGA

Hold Everything! Before the Next

A GIGANTIC NEW
A GIGANTIC

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California Amusement

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ENTERPRISE!
NEW AMI SHOW!
WOLF
ment Company

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RECORDS

(Continued from Page 42)

MAJESTIC

3★ 1018 Bud Freeman
I GOT RHYTHM (FT)
WHERE HAVE YOU BEEN? (FT)
Freeman and his syncopating septet swing out solid with variations on the George Gershwin number and then take a like crack at a number by Cole Porter. For the jive hounds this sounds plausible and in ordinary dance spots there's enough music here to please.

4★ 7159 Louis Prima
WAY DOWN YONDER IN NEW ORLEANS (FT VC)
AS MR. MASON SAID TO DIXON (FT VC)

Two tunes tailored to the terrific trumpet of Prima, with the maestro vocalizing on both. Typical Prima renditions that will register with the fans. Recommended.

4★ 7160 Five DeMarco Sisters
HOP, SKIP AND JUMP (V FT)
FLAT RIVER, MISSOURI (V FT)

The five sisters have made a name for themselves on the Fred Allen radio program and their first record for Majestic got a fair ripple on the automatics. Singing in unique five-part harmony, and ably accompanied by Bud Freeman's orchestra, this pair of tunes should do well on phonos. Both are given full bodied treatment and pack plenty of entertainment.

4★ 7161 Phil Regan
SUNBONNET SUE (V FT)
BY THE LIGHT OF THE SILVERY MOON (V FT)

The singing cop returns to records with the orchestra of Harry Bluestone backing up and



This huge, 2-engined plane has been acquired by Permo, Inc. to transport Permo officials from the home office in Chicago to any spot on the map in a jiffy. Plane has already visited numerous cities and is an example of the up-to-the-minute character of this phone needle manufacturer's activity.

the Majestic Male Quartet chirping along on the "B" side. Tunes are duck-soup for the Regan style and he does a bangup job with both. Recommended, for they are standards that time will not hurt.

4★ 7162 Danny O'Neil
SYMPHONY (V FT)
LET IT SNOW! LET IT SNOW! LET IT SNOW! (V FT)

Majestic introduces another radio find on records in the person of Danny O'Neil. Chap has a pleasing voice, nice delivery and knows how to milk a tune for all it has. His work on this brace of current favorites is topnotch. You can't miss on this for a vocal that is highly danceable as well. The Ruby Newman band which used to record for Victor under its own name, backs up the vocalist.

3★ 7163 Louis Prima

SOME SUNDAY MORNING (FT VC) EVERYBODY KNEW BUT ME (FT VC)

Fast and furious treatment is accorded this pair in the typical Prima style with the maestro dishing out vocals on the "A" side. Tune suffers accordingly but the Prima fans will love this lowdown version. Irving Berlin tune on the flip-over is fair.

5★ M-1 The Al Smith Memorial Album
MY GAL SAL, EASTER PARADE, SIDE-WALKS OF NEW YORK, THE BAND PLAYED ON, WHEN YOU WERE SWEET SIXTEEN, TIM TOOLAN, GIVE MY REGARDS TO BROADWAY, THE BOWERY, I'LL TAKE YOU HOME AGAIN KATHLEEN, PUT ON YOUR OLD GRAY BONNET, HAS ANYBODY HERE SEEN KELLY?, TAKE ME BACK TO NEW YORK TOWN and AVE MARIA.

Here is an album that can be used in its entirety on automatics for it combines a wealth of interesting old tunes and a variety of talent and treatment. Tunes are all old favorites of the late Al Smith and Danny O'Neil, Kay Armen, the Five De Marco Sisters and Ray Bloch, his Orchestra and Chorus do a bang-up job of recording them. Two, three and four tunes are on each side. A properly lettered program card atop the machine, and a set of these records will pile up a terrific gross—no foolin'. It's a proven fact that folks love these old timers. Here they are in a neatly balanced program. Recommended.

PEERLESS

4★ 2196 Mario Alberto Rodriguez
QUE COSA ES AMOR (Bequine V)
10 MINUTOS MAS (Cancion V)

Current Mexican hit with Rodriguez singing, accompanied by the Juan Garrido Orchestra. Plenty of color and interest in this male vocalist with his unusual style of delivery accenting his numbers. A "can't miss" in Latin Spots.

4★ 1905 Manolita Arriola
GUADALAJARA (Cancion Tapatia)
RANCHO ALEGRE (Corrido)

This pair of constant favorites are presented on this disc in a style and arrangement that will please the lovers of Latin American music. Señorita Arriola does a nice chore on the vocals and the background music is in capable hands.

4★ 2237 Angelina y Tono
ALMA MIA DE MI GRANDOTA
(Ranchera)
CORRIDO VILLISTA (Corrido)

Here is a winning combination of voices on Mexican recordings. The pair really have it "on the ball" and their work on this disc is worthy of your best spots. Particular attention should be called to the second side where the accompaniment practically steals the disc. Good showmanship on the recording and plenty of repeat plays assured once the first nickel drops.

VICTOR

4★ 20-1778 David Street
UH-UH (V)
I'M NOT HAVING ANY (THIS YEAR) (V)

The romantic voice of Street reveals a distinctive singing style on both tunes. First is an amusing novelty song with cute lyrics while the second changes mood and turns out to be a romantic ballad in a fervent manner strongly emphasizing a sentimental appeal. For leisurely dining spots and where the emphasis is on entertaining listening—this fits fine.

4★ 20-1777 Erskine Hawkins
LET'S HAVE FUN TONIGHT (FT VC)
GOOD DIP (Inst.)

A bright, breezy recording of a sock number with Ace Harris and the Chorus featured on the (See RECORDS, Page 48)

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BONNIE BAKER

is back on records that will lure
a landslide of nickels to operators!

The "Oh Johnny" Girl Gives Out With

"IT MAY BE WRONG"

backed by The Captivate-airs in

"I WOULD IF I COULD (BUT I CAN'T)"

and

"JUST THAT WAY"

backed by The Captivate-airs in

"LONESOME (ALL BY MY OWN SOME) BABY"

Operator's Price 55c

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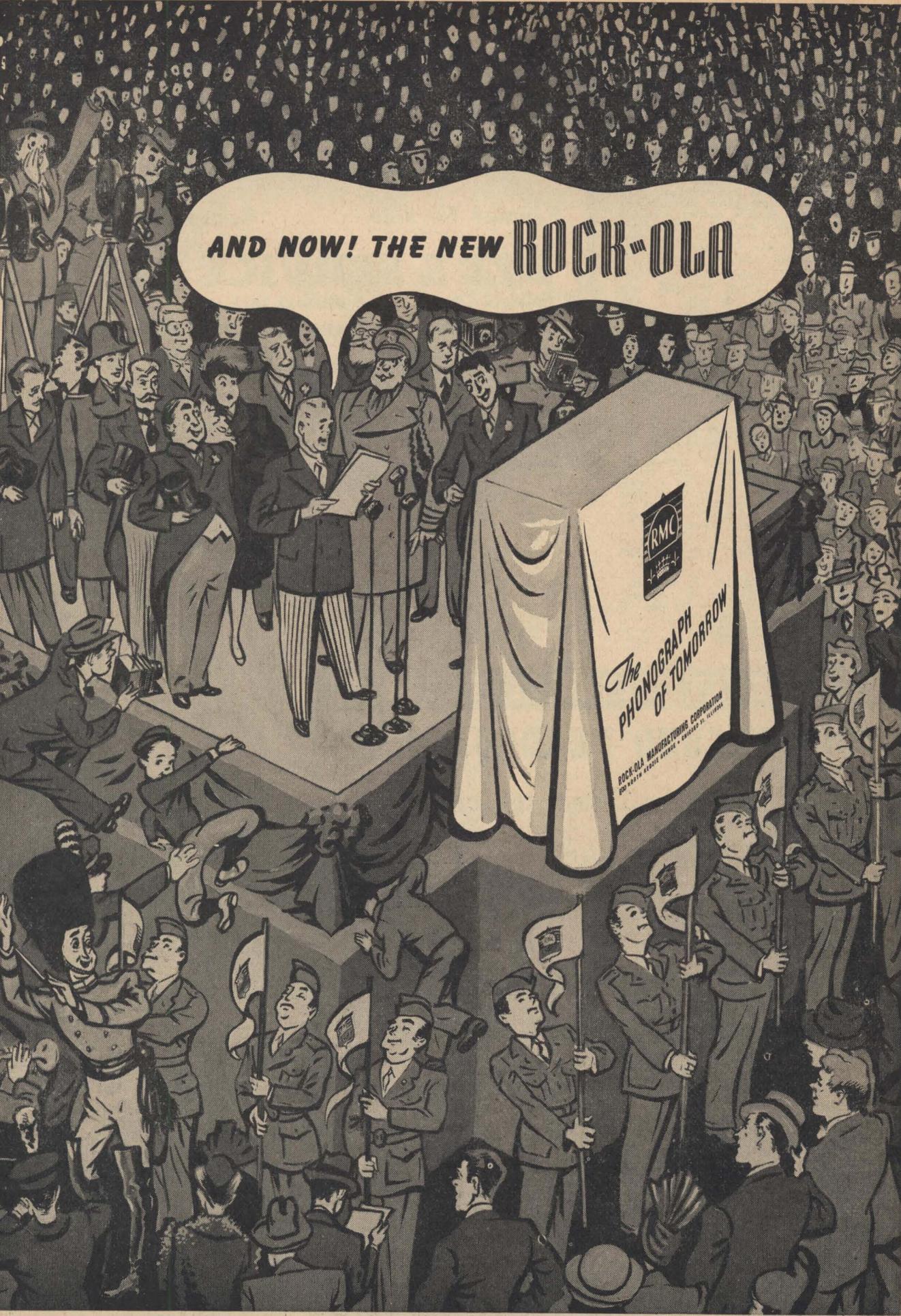
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AND NOW! THE NEW **ROCK-O-LA**

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RECORDS

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first side. Band is in its gayest form and tune really jumps. Second side is a catchy, off-tempo affair with an irresistible bounce. Hawkins' horn is featured along with some searing guitar and hot piano. For the hot stuff, this disc fills the bill. Recommended.

4★ 20-1773 Tommy Dorsey
NEVER TOO LATE TO PRAY (FT VC)
CHICAGO (FT VC)

A groovy spiritual played at a lazy tempo with Stuart Foster and the Sentimentalists vocalizing and revealing plenty revival spirit. Second side is a solid old favorite getting a mighty workout by the Dorsey combo. Dorsey's trombone comes in for attention and the number is top drawer. This disc will bowl 'em over in every popular music spot.

4★ 20-1774 Charlie Spivak
STRANGER IN TOWN (FT VC)
HOME COUNTRY (FT VC)

This Mel Torme tune has been sleeping for some time. It's had a modest degree of interest on the Coast and now with Victor waxing it so competently with the Spivak outfit, its national popularity is practically assured. Band and vocalist do a magnificent job. Platter mate is a homesy tune done up in original style by Spivak. One of the best Spivak discs in a long time.

4★ 20-1775 Dinah Shore
EVERYBODY KNEW BUT ME (V FT)
PASS THAT PEACE PIPE (V FT)

A romantic ballad with a smooth melody and touching lyrics coupled with a very unique novelty dealing with a "top man on a totem pole—an alright guy—not a long-faced blues in the nite guy". Russ Case window-dresses the platter with a sparkling musical background and La Shore is in top form. Good.

3★ 20-1776 Larry Stevens
IT'S A GRAND NIGHT FOR SINGING
(V W)
COME CLOSER TO ME (V Rhumba)

The Jack Benny singer returns to recordings and his splendid baritone is tops for this gay waltz on the "A" side. Companion tune is a rhumba filled with life, vigor and rhythm. Stevens does the final chorus in Spanish. A good entertainment disc.

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4★ 20-1788 Perry Como
YOU WON'T BE SATISFIED (V FT)
I'M ALWAYS CHASING RAINBOWS
(V FT)

In a rhythmically pleasing tempo Como vocalizes the first tune with an intimate inflection that sells the number strong to all types of listeners. The Satisfiers give solid support. The nostalgic favorite on the second side is zooming into popularity again and Como's arrangement and delivery accents its ageless appeal. Good.

5★ 20-1780 David Rose
ONE LOVE (Inst.)
HUMORESQUE (Inst.)

It is quite likely these two will become standard tunes. At least we can be sure of the second for it has already been so classified and the lush orchestral treatment given it by the Rose orchestra features a rich, full-bodied string section at a tricky tempo. Exceptionally fine. First side is a Rose original and also his theme song. Both will score heavily, especially his "Humoresque" recording which is reminiscent of his brilliant "Holiday for Strings." Excellent fare for the automatics.

4★ P-145 "Polonaise" Album
POLONaise, O HEART OF MY
COUNTRY, MAZURKA, JUST FOR
TONIGHT, NOW I KNOW YOUR
FACE BY HEART, THE NEXT TIME
I CARE, I WONDER AS I WANDER
and FINALE

The Number One Broadway composer of Manhattan's new musical season is, surprisingly enough, Frederic Chopin. The hit numbers of this exciting show are all in this album featuring some members of the original cast and the excellent orchestra of Al Goodman. Operators are finding a lot of choice records in the popular albums being issued and this is one that provides a series of superbly melodious Chopin numbers. All of the records can be used individually, or in series. Very good.

Thiede Joins Navarro

LOS ANGELES—Max Thiede, veteran in the automatic phonograph field, has joined Frank Navarro, Aireon distributor, and will head the sales organization in the local office of the Navarro Distributing Co. Thiede has years of experience in phonographs, having been with Homer E. Capehart in the early days and thereafter with Seeburg and various distributors in the West.

The offices and showrooms of Navarro Distributing are undergoing a revamping and will emerge shortly in a modernized form to provide the proper setting for the new Aireon phonographs the firm will distribute in Southern California and the Republic of Mexico. A branch office in Mexico City serves our neighbors below the border.

New Ruby Needle

NEW YORK—A new ruby-tipped needle, guaranteed unconditionally to last "forever and a day," is now being made available for distribution by the Bonot Co., Stamford, Conn. Needle is called "The Rubaiyat" and has a tip of ruby. Jewel is mounted with the tip exposed in such a manner that surface noise is virtually banished, while the complete range of high and low frequency is perfectly transmitted.

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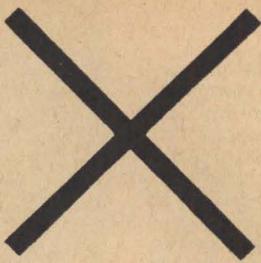
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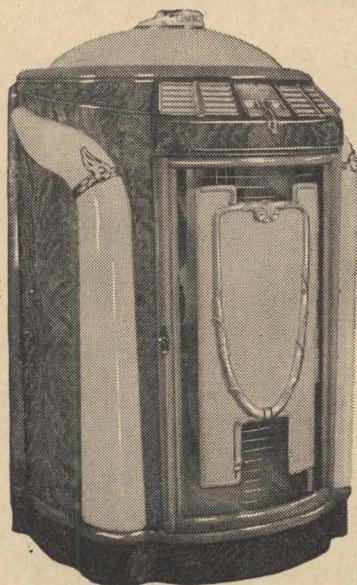
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COIN
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51
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FEBRUARY
1946

Keep Locations Sold on Service.. Not Income

(This article, based on an interview with Frank Q. Doyle, first appeared in THE REVIEW in 1935. Doyle has been associated with the music operating industry for 25 years, 13 of which were spent in operating and at one time he was in charge of 856 pieces in St. Louis. In recent years he has been in sales and distribution and served as district manager for Rock-Ola and is now connected with Aireon Mfg. Corp. This article is reprinted, in part, for the value it contains as new operations are established, and to aid newcomers to the music operating field.)

No matter how good it is, a phonograph can do no more than take in the nickels and play the records that are put into it. Every music operator knows that the extent of his success depends upon his personal salesmanship, business methods and understanding of music equally as much as upon the mechanical perfection of his equipment.

The most important thing for music operators to understand, Doyle declares, is that they are retailing music. "The real operator," he explains, "does not sell the location owner on the idea of income that he will receive from the phonograph. Instead, the operator's selling point to the location is the increase in receipts he may expect at the bar and over the counter from satisfied customers who because of the music are inclined to remain in the place during the entire evening rather than depart after their original mission has been fulfilled.

"To achieve this customer satisfaction with music, of course, it is necessary to present it with mechanical perfection. The phonograph must offer the tunes that are wanted, when they are wanted and in a manner that will be most likely to please the listeners. This requires a close study of music with an idea of supplying the records best suited to that particular type of location. You can't just take an armful of records and toss them into the machine. After all a phonograph can render only the music that is put into it."

The question of commissions naturally came up. Doyle had this response:

"In some locations some operators try to get in by offering, not superior service, but higher commissions. If the location

is getting 25 per cent, they offer him 30 . . . and so on until it becomes a neck-and-neck race between the rival operators to get to 50 per cent, and here is what they're doing: First, they are putting their business in the hands of the location. Second, commission boosting puts them on the defensive . . . a decidedly disadvantageous place in any business transaction.

"If an operator has his locations sold on service, he doesn't need to worry about losing them to the commission boosters. Some of the operators, particularly those who are accustomed to handling pin games on a basis of 40 to 50 per cent, think that the only way to operate is on a straight 50 per cent basis. They simply do not consider the difference in investment and service between music and games.

"A good proposition, one that has worked satisfactorily for hundreds of operators and locations alike, is the minimum guarantee plan. The operator takes the first \$5 or \$10 per week to cover his investment and service, and splits all above that amount on a 25 or 50 per cent basis with the location. Some operators think this is the best plan."

We asked Frank to cite some of his experiences with commission boosters during his days in St. Louis, and he obliged with the following:

"A St. Louis spot that was running about \$20.00 a week gross—a \$15 net for us—decided to put in a dance floor and had to have a license that cost \$40. The manager insisted that my service man pay the \$40 or he would bring in a competitor's machine. My service man was all for paying the \$40, but I put my foot down. Well, we got the order to take the machine out; couldn't get the location to see our point at all.

"The competing operator put in his machine, paid the \$40 license and gave the location a 50 per cent commission deal on top of that! What happened? The other fellow lasted just three weeks: he had to cut down some place to make up that \$40 and his service and records were so poor that the location called us back. The rival



Here are the Aireon Northwest Distributors in meeting at the Davenport Hotel in Spokane. Seated are Ed Perry, Spokane and Walter Solomon, Seattle. Standing are Clayton Ballard, Aireon district manager, and Budge Wright, Portland.

was working on the assumption that his investment had sewed the spot up for him, and that the service didn't matter."

When it came to discussion of gyp locations, Doyle had another one:

"One of our locations had been doing \$40 gross for 18 weeks and suddenly dropped to \$20 or \$22. The machine register showed it had been played just as much as previously, but the balance was in slugs. I couldn't figure it out, so I pulled an out-of-town service man in to investigate the location three consecutive nights. About midnight on the third night he found what was happening. The location owner had opened the cash box and was selling the nickels, replacing them with slugs. My man got some of the nickels in change and asked why he was putting in the slugs. 'Oh, just to keep track of the number of plays,' was the reply.

"I pulled the machine and a competitor tried the spot for seven weeks. His best week was \$8, so he, too, pulled out and had the location blacklisted."

This mention of blacklisting aroused our curiosity, and then he explained the working of the St. Louis Phonograph Operators' Association.

"We decided to form an association," Frank said, "to put the business back into the hands of the operators and cut out the practice of outdoing each other in handing out big commissions. It meant more money for the operator and for the location, too. As long as the operators gave big commissions, they slighted the record

(See SERVICE, Page 56)

TUBULAR COIN WRAPPERS

FOR IMMEDIATE DELIVERY! ORDERS FILLED IN ROTATION ONLY!

PACKING

50c PENNIES	19 M to Case
\$2.00 NICKELS	17 M to Case
\$5.00 DIMES	20 M to Case
\$10.00 QUARTERS	15 M to Case

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

PRICES

Case Lots Shipped, One Denomination To Case.

1 CASE	65c per M
3 CASES	60c per M
6 CASES	53c per M
15 CASES	50c per M

Less Than Case Lots. Assorted Denominations, 70c Per M.

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Specify "REGULAR" or "SUPER QUALITY" When Ordering

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*And Now
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WITH FIVE SPARKLING, SCINTILLATING
POINTS—FIVE REVOLUTIONARY FEATURES

PACKARD'S SENSATIONAL
PLA-MOR PHONOGRAPH

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For continued excellence in war production, the Packard Manufacturing Corporation was cited by the War and Navy departments—and presented with the Army-Navy "E" pennant—and four stars.

Packard engineers, whose vision gave electronic reproduction of recorded music to the entertainment world, turned from music to guns—and kept the faith. And now they, and the production lines at Packard are still keeping faith. They are presenting the entertainment world something entirely new in the way of

automatic phonographs. It's different and revolutionary in five distinct ways. Soon, when you see the Packard Pla-Mor Phonograph, you'll know and profit by these five great features.

Packard is keeping faith also with production of the Pla-Mor Remote Control Wall Box—the slickest sure-fire profit-maker in the music industry. You can place your orders. Pla-Mor Wall Boxes are rolling off the production lines—ready to keep the records playing more hours with less time off—and produce greater profit.

PACKARD MANUFACTURING CORP., INDIANAPOLIS, IND.

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PACKARD
PLA-MOR
MUSIC SYSTEM

14 TERRIFIC URBAN RECORDS

ALL NEW SENSATIONAL SONGS:

ORDER TODAY
IMMEDIATE DELIVERY

..... ORDER BLANK

Gentlemen:

Please ship me at once the following records:

Quantity	No.	Record
101		Vict'ry Train
		The Tiffin Song
102		Adam Takes a Wife
		On the Spur of the Moment
103		Tomorrow's in the Sky
		One Starry Night
104		Gotta Be This or That
		I Never Stood a Chance
105-106		105-106 In a Round About Way
		I Had You on My Mind Last Night
107		107 Waiting for the Train To Come In
		I Seem To See My Louisiana
108		108 Easy Street
		Love Me Not
109		109 My Head Upon Your Shoulder
		Give Me a Man, Amen
110		110 Where Is My Sombrero?
		Tomorrow's in the Sky
111		111 I Seem To See My Louisiana
		I'm Goin' Down the Mountain
112		112 Pin Marin
		How Can I Lose?
113		113 I Miss Those Little Things
		Adam Takes a Wife
114		114 On the Beam with a Dream
		Feeling Zero
115		115 I'm Just the Worrying Kind
		Pin Marin

Total: Records
at 49c—\$.....

Payment Enclosed
 Ship C.O.D.
 Open Account (No shipments sent open account unless rated in Dun & Bradstreet or references supplied.)

Name.....

Address.....

City..... Zone.....

State.....

Ship Via.....

SEND ORDER NOW TO

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1025 N. HIGHLAND AVE.

HOLLYWOOD 38, CALIFORNIA

REVIEW MUSICAL POPULARITY POLL

JANUARY, 1946

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Symphony Freddie Martin—Victor
2. Benny Goodman—Columbia
3. I Can't Begin to Tell You Crosby, Cavallaro—Decca
4. Andy Russell—Capitol
5. Chickery Chick Sammy Kaye—Victor
6. George Olsen—Majestic
7. It's Been a Long, Long Time Bing Crosby—Decca
8. Harry James—Columbia
9. Charlie Spivak—Victor
10. It Might As Well Be Spring Dick Haymes—Decca
11. Margaret Whiting—Capitol
12. Doctor, Lawyer, Indian Chief Betty Hutton—Capitol
13. Waiting for the Train to Come In Harry James—Columbia
14. Peggy Lee—Capitol
15. Let It Snow! Let It Snow! Let It Snow! Vaughn Monroe—Victor
16. Danny O'Neil—Majestic
17. Dig You Later Perry Como—Victor
18. That Feeling in the Moonlight Russ Morgan—Decca
19. Gene Krupa—Columbia

On Radio—

1. Symphony
2. Chickery Chick
3. I Can't Begin to Tell You
4. Let It Snow! Let It Snow! Let It Snow!
5. It's Been a Long, Long Time
6. It Might As Well Be Spring
7. Doctor, Lawyer, Indian Chief
8. Aren't You Glad You're You?
9. Waiting for the Train to Come In

Best Selling Sheet Music—

1. Symphony
2. Chickery Chick
3. It Might As Well Be Spring
4. I Can't Begin to Tell You
5. It's Been a Long, Long Time
6. Aren't You Glad You're You?
7. Let It Snow! Let It Snow! Let It Snow!
8. Some Sunday Morning
9. That's For Me
10. Waiting for the Train to Come In

Best Selling Records—

1. Symphony (Freddie Martin) Victor 20-1747
2. Chickery Chick (Sammy Kaye) Victor 20-1726
3. I Can't Begin to Tell You (Bing Crosby) Decca 23457
4. It's Been a Long, Long Time (Harry James) Columbia 36838
5. It Might As Well Be Spring (Sammy Kaye) Victor 20-1738
6. Dig You Later (Perry Como) Victor 20-1750

On Wired Music—

1. Symphony
2. Chickery Chick
3. Doctor, Lawyer, Indian Chief
4. I Can't Begin to Tell You
5. It Might As Well Be Spring
6. Let It Snow! Let It Snow! Let It Snow!
7. Dig You Later
8. It's Been a Long, Long Time
9. In the Middle of May
10. You Won't Be Satisfied Until You Break My Heart

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:

1. Buzz Me (Louis Jordan) Decca
2. Honeydripper (Joe Liggins) Exclusive
3. Beulah's Boogie (Lionel Hampton) Decca
4. Voo Voo (Marian Abernathy) Melodisc
5. Come to Baby Do (King Cole Trio) Capitol
6. Honeydripper (Jimmie Lunceford) Decca
7. I've Got A Right to Cry (Joe Liggins) Exclusive
8. E-Bob-O-Le-Bob (Flennoy Trio) Excelsior
9. Jeff Hi Stomp (Johnny Otis) Excelsior
10. Fifteen Years and I'm Still Serving Time (Pearl Bailey) Columbia

Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. Silver Dew on the Blue Grass Tonight (Bob Wills)
2. Make Room in Your Heart for a Friend (Wylie Walker and Gene Sullivan)
3. Don't Live A Lie (Gene Autry)
4. I Think I'll Go Home and Cry (Roy Acuff)
5. White Cross on Okinawa (Bob Wills)
6. Jealous Lady (Curley Williams)
7. No One Will Ever Know (Roy Acuff)
8. Silver Spurs (Gene Autry)
9. You Will Have To Pay (Tex Ritter)
10. Sioux City Sue (Dick Thomas)

Aireon Appoints Two

KANSAS CITY—R. R. Greenbaum, Vice-President of Aireon Manufacturing Corp., recently announced the appointment of Irv Sandler of Des Moines and Harold Matheny of Wichita as exclusive Aireon distributors in their surrounding territories.



Recent visitors to Aireon in Kansas City are shown above. Top: Frank Doyle, Aireon Southeastern Regional Sales Manager; Eli Cohen, Jr., of the Cohen Amusement Co., Montgomery, Ala.; Morris Russo, of the same firm; Rudy Greenbaum, Aireon Vice President; Eli Cohen, Sr.; and Vaughn and Fred Cannon, of Tri-State Co., Asheville, N. C. Lower Photo: Members of Hermitage Music Co., Nashville, and C. E. Howard Co., Birmingham. Left to right: E. H. Cashion, J. L. Brown, C. V. Hitchcock, Rudy Greenbaum, H. M. Branson and Gil Brawner.

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Nickabob To Build

LOS ANGELES—The Nickabob Co. has acquired two lots, 82 by 136 feet, near the corner of Harvard and Pico Boulevard and will construct a modern jobbing establishment when materials are available. Lots are second and third from the corner with a driveway in the rear through to Harvard to provide for easy loading. Paul Hunter, prominent architect who designed the University of California at Los Angeles and the new Children's Home Society buildings, is preparing the plans for the new building.

"The new building will be modern in every respect," stated Nick Carter, head of Nickabob. "Our showrooms will be as beautiful as any in the business, with heat-

resisting glass and a lot of new features. Our shop will be second to none."

Nickabob is distributor for Aireon in Southern California and the San Joaquin valley area which is serviced by a branch office in Fresno.

Atlas Showings

CHICAGO—Atlas Novelty Co., Seeburg distributors in Nebraska, Iowa, parts of Illinois, Michigan and Pennsylvania, staged showings of the new 1946 models during the month at Pittsburgh on January 13th; Detroit on the 15th and 16th; at the Congress Hotel in Chicago on the 17th and 18th; Des Moines on the 26th and 27th; and at the Fontenelle in Omaha on the 30th and 31st.

Minthorne Has Showing

LOS ANGELES—Sunday, January 20th, was a gala day in the showrooms of Minthorne Music Co. when the 1946 Seeburg model 146 was placed on display for the more than 200 operators, their wives and friends attending. On hand to assist Jean and Dolores Minthorne in greeting those attending, were D. J. Donohue, district manager for Seeburg; Justin Harvey, sales manager for Minthorne; and H. L. Leeson, auditor. An open bar and buffet were incidental sidelights to the main show in the newly decorated showrooms.

Operators generally expressed themselves as very pleased with the appearance and performance of the new Seeburg and Minthorne booked a quantity of orders.

PEERLESS DISCOS

Established O.P.A. Ceiling Price on American Pressings \$1.00 Retail; 60c Wholesale, plus Fed. Tax

LATE POPULAR SELECTIONS

<input type="checkbox"/> 2118	POR ESO NO DEBES—Bolero TRAVESURA—Bolero GABY DALTA Orquesta de Noe Fajardo
<input type="checkbox"/> 2153	PALABRAS DE MUJER—Bolero CUANDO SE QUIERE MUCHO—Bolero TONA LA NEGRA Orquesta de Absalon Perez
<input type="checkbox"/> 2162	CUANDO TU VUELVAS A MI—Bolero DESEO—Bolero MARIO ALBERTO RODRIGUEZ Orquesta de Abel Dominguez
<input type="checkbox"/> 2196	QUE COSA ES AMOR—Beguine 10 MINUTOS MAS—Cancion MARIO ALBERTO RODRIGUEZ Orquesta de Juan S. Garrido
<input type="checkbox"/> 2203	YO TE JURO POR DIOS—Cancion UNA NOCHE SERENA Y OBSCURA—Cancion MARTIN Y MALENA Con Mariachi
<input type="checkbox"/> 2206	SOLO CON MI DOLOR—Bolero NO TE ARREPIENTAS—Bolero MARIO ALBERTO RODRIGUEZ Orquesta de Juan S. Garrido
<input type="checkbox"/> 2215	LA PANCHITA—Cancion LA VALENTINA—Cancion MANUELITA ARRIOLA Con Mariachi
<input type="checkbox"/> 2223	LA BAMBA—Son Joracho FANTASIA IMPROMPTU—Swing Orquesta de Juan S. Garrido
<input type="checkbox"/> 2237	CORRIDO VILLISTA—Corrido ALMA MIA DE MI GRANDOTA—Ranchera ANGELINA Y TONA Con Mariachi
<input type="checkbox"/> 2239	HUMO EN LOS OJOS—Bolero ALMA LIBRE—Bolero MARIO ALBERTO RODRIGUEZ Orquesta de Noe Fajardo

OLD FAVORITES JUST RELEASED

<input type="checkbox"/> 1869	CORRIDO DEL NORTE—Corrido TE VA A PESAR—Cancion DUETO SANCHEZ Y BECERRA Con Mariachi
<input type="checkbox"/> 1870	PASO DEL NORTE—Corrido DESENGANAME—Corrido DUETO SANCHEZ Y BECERRA Con Mariachi
<input type="checkbox"/> 1877	CONSUELITO—Corrido EL MINERO—Corrido MARTIN Y ELOISA Con Mariachi
<input type="checkbox"/> 1883	SOY PURO MEXICANO—Cancion VIVA MEXICO—Cancion PEDRO GALINDO Con Mariachi
<input type="checkbox"/> 1904	HACE UN ANO—Corrido LOS CUATRO VICIOS—Corrido MARTIN Y ELOISA Con Guitarras
<input type="checkbox"/> 1905	GUADALAJARA—Cancion Tapatia RANCHO ALEGRE—Corrido MANUELITA ARRIOLA Con Mariachi
<input type="checkbox"/> 1932	YO SOY MEXICANO—Cancion ESOS ALTOS DE JALISCO—Cancion RENATO MAGNA Con Mariachi
<input type="checkbox"/> 2022	LUPE JALISCO—Cancion Ranchera ANOCHÉ NOS PELEAMOS—Cancion MANUELITA ARRIOLA Con Mariachi
<input type="checkbox"/> 2057	VENTANITA DE ORO—Cancion EL AZOTON—Cancion PEDRO INFANTE Con Mariachi
<input type="checkbox"/> 2085	CARTAS MARCADAS—Cancion GALLO TAPADO—Cancion HERMANAS HERNANDEZ Con Mariachi

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FOR
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1946

AND A LARGE SELECTION OF POPULAR RANCHERAS, BOLEROS, ETC.
UNSOLOITED TESTIMONIALS PROVE PEERLESS WILL OUTWEAR ANY OTHER RECORD

COAST RECORDS

Established O.P.A. Ceiling Price on Coast Records 75c Retail; 45c Wholesale, plus Fed. Tax.

THE HILLBILLY HIT TUNE OF 1946

<input type="checkbox"/> 2016	DETOUR SIOUX CITY SUE JIMMY WALKER Acc. by PAUL WESTMORELAND and His Pecos River Boys
GOING BIG	
<input type="checkbox"/> 2012	COOL WATER AT LEAST A MILLION TEARS
<input type="checkbox"/> 2015	ALONG THE NAVAJO TRAIL SILVER DEW ON THE BLUE GRASS
OZIE WATERS and The Plainsmen	

NEW COAST RELEASES

<input type="checkbox"/> 2018	I LEARNED TO LOVE YOU TOO LATE MY DARLIN' WHITE CROSS ON OKINAWA THE PLAINSMEN Acc. by The Coast Ranch Hands
<input type="checkbox"/> 2019	TIME ALONE WILL TELL I DON'T WANT ANYONE BUT YOU CAL AND BUDDY Acc. by Their Ranch Hands LAZY DAY—OZIE WATERS
<input type="checkbox"/> 2020	Acc. by The Colorado Rangers BROOMSTICK BUCKEROO—OZIE WATERS and The Plainsmen Acc. by The Coast Ranch Hands

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COAST RECORD MANUFACTURING CO.
1511 W. PICO BLVD. EX. 3404—FE. 1171 LOS ANGELES 15, CAL.

SERVICE

(Continued from Page 52)

service because they felt the locations were getting all the money anyhow.

"We had 100 per cent of the St. Louis music operators in the association, all the way from one member who operated three machines to another that operated more than 850, and altogether the combined membership operated 2900 machines. We had a \$5 initiation fee and \$1 per meeting every two weeks as dues, with seals for the machines at a dime apiece. At alternate business meetings a buffet luncheon was served, and every fourth meeting all the service men and other employees were invited, to get them into the general spirit of the association. Each meeting was held at a different location of the various operators in turn, and we spent money liberally and otherwise showed the location we were a reputable group of business men as well as good fellows. Let me say that this did a lot to gain good-will for the association.

"Here's the way the St. Louis association worked: Any operator could offer a location any incentive to install his equipment except a higher commission. In other words, you could offer better service or a better machine, etc., but you couldn't boost your rival's commission or other financial arrangement. You wonder how we put teeth in this ruling? Well, it was simple. We had the complete cooperation of the record companies, who unanimously refused to sell records at wholesale to offending operators. Furthermore, each member pledged 10 per cent of his equipment to be placed at the disposal of the association in the event that a recalcitrant member might want to break the regulations. If he had got out of line, he would find his spots covered by association machines from which the locations would receive up to 100 per cent commission until the upstart would be forced out of business. Fortunately, the association never had to resort to this action, but it did serve as a mighty strong incentive in preventing infractions of the agreement the members all had accepted for their mutual welfare.

"More important, the association main-

tained a blacklist on locations that failed to co-operate. If they damaged machines, broke the glass, shook or wired the machines for free plays or otherwise resorted to unfair tactics, they were blacklisted and could get no machine in the place. Charges for damages for which the location was responsible, and cartage for replacing the machine, were charged against the location and taken out of its future commissions. If the location owner refused to accede to reasonable charges, the spot was blacklisted until settlement was made. When reinstated, the location could get a machine only from the same operator who had been in previously unless he waived the right."

Another question of policy on which we asked Doyle's opinion is selling to locations, and his response is enlightening:

"The operating firm with which I was associated," he stated, "decided at one time to institute a policy of selling to its locations all over the country—spots that were earning only about \$4 or \$5 a week. The proposition was \$25 down and everything the machine earned until paid for, or in some cases \$6 to \$7 a week.

"I sold 20 machines on this basis, and in one instance a machine jumped from \$4 to \$26 in one week because of the location's extra interest. I tried to get the full \$26 paid toward the machine, but the owner pocketed all over his payment. The next week the cash box had \$15, and the location refused to buy new records. The third week the gross went down to \$8, and the old records were still 'good enough.' The fifth week the take was only \$4 and the location refused to make up the difference to meet the payment. When we finally took back the machine, the location had received \$30, we had received \$28, and I was convinced that my original opposition to the direct-selling plan was substantiated.

"The big jump in receipts the first week, however, proved to me that the service men hadn't aroused as much interest on the part of the location owner on the operator-installed machine as the location showed when he owned it himself. That's where many operators fall down in their salesmanship and consequently fail to get

the full measure of play for the machines. Also, I know that location-owned machines never will be successful because the location won't buy new records often enough and even then doesn't know what to buy.

"Another item of great importance is service calls. The operator should avail himself of the metropolitan telephone service in which calls are received at any hour of the day or night. He can check in at intervals, and can decide for himself if a spot is worth a special service trip before the next day. If it's a slow one away out in the sticks, a delay of a few hours won't make a great deal of difference in the middle of the night. But if it's a \$25 a week location, hours mean dollars and prompt attention goes over well with the location owner.

"I can't say too much about keeping machines in the best appearance. If the front glass is dirty, the program slips soiled or covered with illegible scrawl instead of printed or typewritten lettering, or if the illuminating bulb is out, it means a definite loss to the operator and the location. The customers have confidence that a shiny bright machine is in working order, and if the light is lit they'll know it's ready to play for them.

"I don't know whether the music operators will let these words sink in or toss 'em off. However, I do think they should realize that the manufacturers know what they're talking about when they offer advice. The manufacturers want to help develop the best possible operating conditions, because unless the operators are successful how are the manufacturers going to increase their sales?"

Colyer Buys Routes

MARYSVILLE, Calif.—The routes and equipment of two operators in this area have been purchased by Bob Colyer, owner and manager of the Colyer Music Co. The company, with franchises for music equipment, records, instruments, appliances, radio, will service those lines as well as the coin-operated equipment. Colyer is planning to purchase two more routes in the very near future.

J. R. PIETERS

announces that in the future

KING PIN GAMES COMPANY

will be known as

KING-PIN EQUIPMENT COMPANY

826 MILLS STREET

KALAMAZOO 21, MICHIGAN

Needed by Every Operator—
Mechanic—Service Man—Shop

"FLUORESCENT INSPECTION AND WORK LIGHT"

A 1000 hour light in a non-breakable plastic tube 11" long, 1 1/2" diameter, 27 ft. extra heavy rubber cord. Express prepaid when full cash accompanies sample order.

EASILY CARRIED IN ANY TOOL KIT

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PRICE!

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COIN
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FOR
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HEADQUARTERS for AIREON

The Only Completely New 1946 Models of This

**REVOLUTIONARY - UNPARALLELED - ELECTRONIC
PHONOGRAPHS**

Coming Soon!

**DON'T BE SATISFIED WITH OUT-DATED "DRESSED-UP"
VERSIONS OF PRE-WAR AUTOMATIC PHONOGRAPHS —**

From Now On—It's AIREON!

"NICKABOB"

NICK CARTER

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FAirfax 1107

NICKABOB SALES CO.
602 FULTON STREET
FRESNO 2,
CALIFORNIA



The CHICAGO SCENE

Reported by *Jack Tolner*

Well, the best people are leaving these parts for Florida, and its sunny clime. And you can't blame them either. The thermometer has been flirting around the zero mark all week, and the weather man says it is going to go down further. I don't mean to imply that ALL the best people are leaving for Florida; some of them are going to Southern California, too. I have to put this in or I'll get a nasty letter from the L. A. Chamber of Commerce.

Among the first to leave for Florida was Mrs. John Watling of the famous Watling Clan who make those lovely scales . . . and lots of other equipment. Mrs. John went down to visit her mother at Fort Lauderdale, a beautiful spot.

George Sax of Superior Products, the people who sell all those sales boards, left for Florida to supervise the opening of his new Casa Blanca Hotel in Miami Beach. A great new addition is being built, and it is George's ambition to make this the most beautiful hotel in the world.

Mrs. Rose Ginsburg and her two young daughters (Atlas Novelty) have left for their beautiful home on Miami Beach. They will stay for the winter. Husband Maurice will run down there sometime in January or as soon as business permits.

Mrs. Richard Groetchen and daughter are wintering in Florida, and husband Dick does quite a bit of commuting back and forth to Chicago. The child is only 2 years old, but has displayed a remarkable talent for music, so father bought a piano and is giving a future prodigy every opportunity to develop. I would say that if she is an infant genius, she couldn't have picked a better father to help bring out the best in her. Nothing would please Dick more. And while I'm on the subject of Groetchen Tool and Die Co., they just bought the building they have been occupying for some time.

Another commuter to the south is grand old O. D. Jennings of the company by the same name. He doesn't go to Florida, how-

ever. His love is the great plantation in Mississippi. But, he is spending much more time in the factory these days than usual. He moves around like a young colt, and people marvel at his energy. O. D. doesn't have to work like that, because he is a permanent resident of Easy Street, but his earnest desire is to see this new equipment get out to his many friends the Operators, and he isn't sparing himself at all. More power to O. D. and may he keep healthy a long, long time.

Ed Ginsburg, Atlas Novelty, moved into the city from his farm in Palatine, which is a short distance northwest of Chicago. The rugged winters out here would be a little too much for his infant daughter out in the wide open spaces of the farm. The city offers a little more protection.

Williams Mfg. Co. bought the building they have been occupying. It is quite a modern building, but Harry Williams intends to add a lot of improvements and make it ultra modern. It is located at Wells and Superior Sts. Al Stern of World Wide Distributors intends to occupy space in the building as soon as remodeling is complete.

Watling is busy with their new line of slots, and orders are piling up. Of course their scales are tops, and always in big demand.

Henry (Heini) Roberts who resigned from Mills not long ago as Music Chief, still hasn't revealed his coming connections, but he said that when he is ready, he will fire both barrels.

A visit to Genco found them doing their best, and working like mad. Everyone is imbued with enthusiasm for their new console. Myer Gensburg reports plenty of advance interest, and if materials could be had, what a whale of a job the shipping department would be doing.

Stoner has been advertising the new Univendor, and no more popular machine exists in the entire country. Thousands, yes, many thousands of operators are going to

be terribly disappointed in the announcement by Harry Stoner that if the steel shipments do not come thru any better than to date, they might as well shut down the factory till material eases up. The impending steel strike would make this a certainty. There is no sense in spending many thousands of dollars a day in overhead with no material to work with, says Harry.

Jack Nelson, the sales manager of Superior Products, has returned from an extended trip of the west. He reports unusual sales volume on their boards. Also brings a lot of news from old friends in the coin business. Since I've been off the road, I don't get to see people like I used to. But I still like to hear about them. Jack reports that good old Ed. S. Johnson formerly of Seeburg is very active in Los Angeles. He was recently host to a lot of friends for a party to his son, who is the famous pro-golfer Mike Johnson. I also hear that the Johnsons are doing a terrific business on the ABT gun that shoots the pellets like tracer bullets. This ought to be good news for Cliff Eden who handles all of these ABT guns in this city. He bought all this equipment from Walter Tratsch. I hear also from Jack Nelson that Ed Gunsteens is back from the army and very busy at Badger Sales, in Los Angeles of course. Also that with the acquisition of a few new routes he just bought, makes A. J. (Gus) Fox, about the biggest music operator in California. Fox is from San Diego. Well, no use telling the boys in California about Californians. Let's get back to Chicago.

Had a long talk with Grant Shay out at Mills. He's enthusiastic as the dickens about the new hand-load machine he named the Golden Falls. It's a gorgeous creation in black and gold. Deliveries will be made in good order soon. The new Black Cherry Bell has a tremendous back-log of orders but deliveries are going forward in volume. Vest Pocket Bell in its new vest of blue and silver is going very strong. Charley Schlicht is maestro of the music department vacated by Heini Roberts. Good old Charley has been on the payroll for longer than I can remember.

Dave Gottlieb was smart enough to load up on plenty of steel, and now, lo and behold! it's the plastics that have stymied production. "If it isn't one thing it's another to give a manufacturer a headache," says Dave . . . "but just the same, we will keep plugging and get these games out to the boys before very long."

Badger Readies Building

LOS ANGELES—Before many more weeks Bill Happel and his Badger Sales Co. will be at home in their new building at the corner of Pico and Arapahoe Streets. Workmen are already engaged in remodeling and revamping the building. The exterior has been freed of its old covering to make way for the new modernistic facade.



Repainting and getting ready for new equipment included the front of the Gutshall firm in Los Angeles where a new lettering job proclaims to all the name of the firm and the name of its line of phonos. The Gutshall quarters have been doubled in size, the record business occupying the right side of the building and distributing activities on the left.

UNOBTAINABLE PARTS MANUFACTURED

Bring in sketch or old part
for precision duplication
LIGHT MACHINE SHOP WORK
TOOL & DIE MAKING
MODEL MAKING
Prompt Service • Reasonable Rates

Ra-Mal Machine Shop

1151 Venice Blvd. Los Angeles 15, Cal.
DRexel 4044 or WAlnut 5452

A STATEMENT ABOUT MUSIC BY MILLS

♪ *The most sensational phonograph ever offered to the coin-machine industry...*

♪ *New in principle, new in mechanics, new in style and beauty, new in listening pleasure...*

♪ *Revolutionary in durability, in performance, in profits...*

That is the story of Mills Music for 1946.

The Mills Music System is not a pre-war phonograph. It is not an old model redesigned. *It is entirely new*: in conception, in design, in construction. Its breath-taking beauty, incomparable tone, unsurpassed dependability herald

a new day in automatic music.

It is too early for us to announce a definite delivery date. It is too early for us to disclose complete specifications. And it is too early for you to make any phonograph commitments until you see and hear the new Mills Music System.

build your profit plans for 1946 around

MILLS MUSIC

Mills Industries, Incorporated

4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

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Boston

With a total attendance of 1,000 operators from all over New England, the showing of the No. 1015 Wurlitzer Model by the Redd Distributing Co., January 6 and 7, National Wurlitzer Days, at their rooms, 26 Brighton avenue, Allston, was a great success. The operators were very much pleased with the new model, which can be opened from the front, so that orders were taken in big volume.

The group in charge of the showing, headed by Si Redd, president of the company, included Ray Kennedy, general manager, Bill Gibbons, salesman; Ray Drescher and John Clements, salesmen. The office staff, the Misses Betty Burnbaum, Mary Dempsey, Lillian Weiner and Rose Halperin, acted as hostesses. The service department, headed by Earl Schultz, devoted their time to explaining the mechanics of Model 1015.

Business is flourishing with Associated Amusements, Inc., of which Ed Ravreby is owner. The company has had a great demand for machines, receiving letters from India, Mexico, The Philippines, Sweden, from George Hallas, a Montreal, Canada, operator, Antonio Pagen, Porto Rico, and from other countries. Ravreby is planning a trip to Florida late in January and will take a clipper plane to Porto Rico, where he will see Pagen, who is interested in all types of coin operated machines. Ravreby has had correspondence with a Paris concern interested in buying United States machines. Two in London are making inquiries. One of them will probably be an agent for Associated Amusements, Inc.

Ben D. Palastrant, regional sales manager of the Eastern territory for Aireon Manufacturing Corp., has returned from a trip through New England, New York State, New Jersey, Pennsylvania, Delaware, Washington, D. C., Maryland and Virginia in which he has been appointing distributors in all these districts. They are Greene Distributing Co. (Joseph F. Greene), Boston, for this city and all the New England States except Connecticut; Ralph Pollicci, Hartford, the State of Connecticut; Manhattan Phonograph Co., New York City, Metropolitan New York and Eastern New Jersey; Atlas Distributing Co., Philadelphia, the Pennsylvania area and Western New Jersey; General Vend-ing Machine Co., Baltimore, Baltimore, Maryland, Delaware and Washington, D. C.; Art Hermann, Albany, N. Y., Upper New York State; Alfred Sales Co., Buffalo, Buffalo and Rochester and Western New York State.

Palastrant is to have a showing later in a Boston Hotel, but is not ready to announce the place or the date.

The Trimount Coin Machine Co. has been appointed exclusive New England distributor for D. Gottlieb & Co. The Stage Door Canteen with which the company has been supplying operators, is a "smash hit." "It's a Five Star Final," says David Bond, president of the company. The Trimount has been appointed exclusive New England distributor for J. H. Keeney & Co., which is coming out with a Bonus Super Bell, both in single and two-coin models. The concern has also become distributor for the Williams Manufacturing Co. "The trade is awaiting with bated breath the arrival of the new game 'Suspense,' made by Williams. We

have sold quantities of Flat Tops and Lauras, also made by Williams. We are distributors for Pfanziehl Needles and numerous other lines, on which we prefer to delay announcement until the propitious moment.

"Trimount is expanding the personnel staff. We have put on several new salesmen, making a total staff of 17. We have ten service men, all of them specialists in their respective fields."

Crashing into the plate glass windows of the Ace Coin Machine Co., owned by John J. di Stephano, a skidding automobile on Sunday, January 7, caused considerable damage to the building and a slight damage to machines and parts. The loss is covered by insurance. Some time will elapse before repairs can be made, but in the meanwhile, the office is open for business.

The Apex Coin Machine Co., of which William Wells is the head, has laid plans for a large increase in the volume of business and is making additions to the organization. Wells has noticed already a large increase in interest on the part of new blood anxious to enter the business.

King Distributing Corp. is now in a position to supply all kinds of equipment manufactured by the leading slot, pin game and arcade manufacturers. "We can show samples of the latest machines by Pace, O. D. Jennings & Co., and Grotchen Tool Manufacturing Co.," says Charles A. di Sabatino, treasurer. "We have a complete repair service," he adds.

F. W. King, president of King Distributing Corp., is ill at his home in Melrose, Mass., but is getting along well.

Mike Bond, widely known in the trade, whose new arcade, recently opened on Washington street, is a great success, has just returned from New York.

E. L. Flanagan, of Northwestern Sales & Service, left the middle of January on a business trip to Chicago, expecting to return in a week or two.

C. D. de Beaufort, Darjeeling Province, N. Bengal, India, who has been in the coin machine business for ten years, has asked to be agent for Associated Amusements, Inc., in the Near East for all types of coin operated equipment and will be given the agency.

Excerpts from a letter from C. D. de Beaufort follow: "I shall be much obliged to have a price list and catalogue of your Mills slot machines and equipment. I am quite willing to pay you any charge for the above catalogue I have a wide range of coin slot machines I have been in the coin slot machine business for over ten years. I am mostly familiar with the Mills Brown Fronts, Gold Award Type Machines, Blue Fronts, Cherry Bells, Club Bells, and Futurity 1 to 10. I am also interested in Pin Ball Games, such as Top Hat, Jumbo, Ginger and Spitfire, as well as weighing machine—Round Dial, Lo-Boy, Watling & Klein Ticket Scales."

Two men in the service, formerly with the company, recently visited Ravreby. They were Lieutenant Robert Rodrick, of the Navy, and Corporal Leonard Baitler, of the Army Air Corps. By a coincidence,

WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS

BAKERS PACERS

MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES

ALL MODELS — ALL COIN PLAYS
We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.
1700 WASHINGTON BLVD., CHICAGO 12, ILL.

they came at the same time and had a reunion in the office. Corporal Baitleer expected to be out of the service in January.

Many operators have been calling at the office of Associated Amusements, Inc. Mr. and Mrs. Ralph Moulthrop, Vermont Music operators, were there in January at the same time with George Bean, Brunswick, Me. Bean was with the Army Air Corps, but is going back to business in Brunswick and is looking for machines. He will carry on business under his own name.

The company is announcing that it is New England distributor for the Pre-Flight Trainer, made by the Pre-Flight Trainer Co., Milwaukee, Wis.

Associated has received its first shipment of the new Mills Vest Pocket Machine and has had the Black Cherry Bell on display. They are to be distributors in New England for Mills Novelty Co.'s coin operated machines. It has all the Mills Industries, Inc., New England distribution, including phonographs and Panoram moving picture machines.

C. Frederic Wellington

Dallas

The new year started off with bright prospects for local operators. With Dallas retail business for December at an all time high and a tremendous building boom under way, Dallas operators are doing the best business the local coin machine industry has ever known. While new equipment is only coming through in trickles, parts and music equipment are being received on the local market in fair quantities. Wall-boxes, wire, speakers and other music accessories are being received by two local jobbing houses in good supply. A few new phonographs have reached local distributors, but most of them are for sampling only.

R. Warneke of San Antonio recently spent several days in Dallas. Warneke has been appointed South Texas distributor for the Packard Manufacturing Corp. line of Pla-Mor Wallboxes, Phonographs, speakers and accessories. While in Dallas he visited his mother, who is a resident of this city.

Sam May and Co. are another new coin machine firm to enter the distribution field in Dallas. The firm is composed of Sam May, former San Antonio, Texas distributor; Gus Guarnera, who was with the Mills Novelty Co. for 13 years and A. K. Bunty, well known Texas operator. The firm will occupy a new brick building on South Akard Street which will provide ample facilities for their distribution of all types of coin operated machines as well as furnish a complete repair and rebuilding department. Welcome to Dallas, Sam May and Co.

We are glad to note that the new year started with plenty of interest in the local

coin machine market. Some of the visiting operators from Texas and Oklahoma were: Sam Ayo, Houston; Travis Richardson, Longview; W. H. Osborne, Chickasha, Okla.; H. G. Kell, Ft. Worth; Gene Goss, Corsicana; Frank Abate, Marlin; W. O. McWhitter and Church Hayes of Gainesville; A. E. Chapman, Stephenville; Joe Tristoe, Waxahachie; H. H. (Big Boy) Hightower, Ft. Worth; Charley Sage, Tyler; E. B. Welborn, Mineral Wells; M. T. Reimers, Wichita Falls; T. C. Burkett, Corpus Christi; Ed Malone, Marshall; S. L. Galvan, Houston; Marvin McLarty, Lubbock; T. E. Hart, Borger; T. E. Gephert, Teague; Jimmie Bounds, Mexia and C. E. Winn of Ft. Worth.

Harry Drollinger, Southwestern district representative for Packard Mfg. Corp. attended the factory meeting of regional managers for the Packard Corp. at Indianapolis on January 14th and 15th. The Indianapolis conference was the first post war convention of Packard sales managers and representatives. The new Packard phonograph and other Packard products were shown to the sales managers.

George Wrenn, the dynamic sales manager for Walbox Sales Co. keeps on the move these days of fast developments. Last week it was a flying business trip to El Paso and New Mexico. The week before a swing through South Texas territory.

A. H. Shannon of the Coin Machine Sales Co., Houston, was a recent buyer of coin machine equipment from several Dallas jobbers.

The Blue Bonnet Music Co., local coin and music operators have entered the retail radio and appliance field. They are new dealers for Lear Home Radios as well as RCA and Victor and International-Detrola Radios. They will also handle Vogue household appliances and Apex Washers.

Mrs. Earl Jones is the new and efficient secretary for the Blue Bonnet boss, Herbert Rippa.

Lt. E. H. Hamilton, just returned from the Pacific war theatre, is the new sales representative for Walbox Sales Co. in Oklahoma and North Central Texas. R. Jesse James has been made field representative for the Walbox firm in the South Texas territory.

Frank W. Wood

Houston

J. R. Hazlett, prominent independent phonograph operator, is out of the armed service and back in the old groove. J. R. returned to a better set-up than some, as his wife had very capably carried on their phonograph business during his stay in the Army.

Attractive (and we do mean attractive) Miss Lillian Cowart, General Distributing Co. Houston office, might well be a news-writer were she not such an efficient secretary. We appreciate her telling us the good news about Texas operators.

General Distributing Co., owned by Tom Williams and George Prock, with offices in Houston, Dallas and El Paso, list these lines of merchandise for 1946: Rock-Ola phonographs and accessories, Williams Mfg. products and Victor Vending machines. Personnel of the Houston office, managed by J. W. (Wink) Williams, include: Lillian Cowart, Tom Vandy, Ted Jolley, Jack Chambers, Gene Dean, W. O. Rabe.

Houston branch, Decca Distributing Corp., started the new year with James H. Hart as manager, Alvin Crosson, office manager, and C. L. Horsman, salesman. All three were in the armed service, and Hart, a

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THIS IS THE MONTH OF

"SUSPENSE"

Williams
MANUFACTURING
COMPANY

**GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and
REFINISHING**
All work guaranteed
Bring 'Em In!
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

161 W. HURON STREET

CHICAGO 10, ILLINOIS

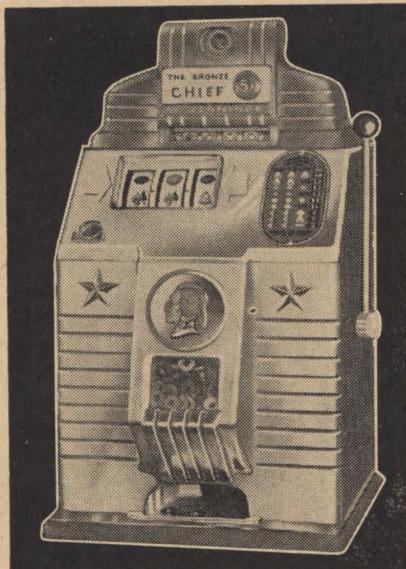
40 YEARS OF

Leadership does not arrive overnight. It builds up gradually through public approval and acclaim.

For 40 years the constant high quality standards set by O. D. JENNINGS & COMPANY have continually widened the use of coin-operated machines until today clubs and operators everywhere accept JENNINGS' products with the knowledge that there is none better—and few as good.

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THE BRONZE CHIEF

... with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim. Quantities are limited—Demand is overwhelming—Order immediately for earliest possible delivery.

MODELS NOW ON DISPLAY

Our models are now on display at your distributor. Write us for dealers and distributors in states not listed above.

Phoenix Distributing Co.,
1211 North Third Ave.,
Phoenix, Arizona

C. A. Robinson,
2301 West Pico Blvd.,
Los Angeles, Calif.

Advance Automatic Sales,
1350 Howard St.,
San Francisco, Calif.

Ely Specialty Co.,
Ely,
Nevada

Western Distributors,
1226 S. W. 16th,
Portland, Oregon

Acme Amusement Co.,
2413 North Pearl St.,
Dallas, Texas

Southern Distributing Co.,
1010 Leeland,
Houston, Texas

Coin Operating Sales Co.,
1524 Main Ave.,
San Antonio, Texas

Jones Distributing Co.,
127 East 2nd South,
Salt Lake City, Utah

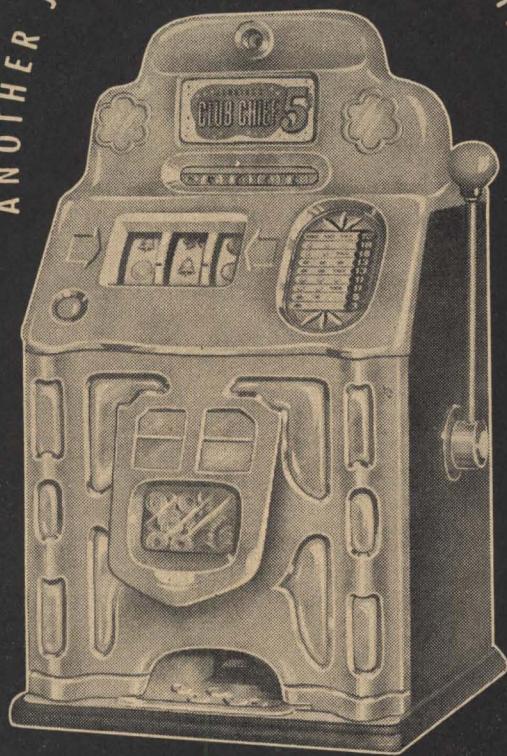
Puget Sound Novelty Co.,
114 Elliot West,
Seattle, Washington

O. D. JENNINGS

4307 WEST LAKE STREET, CHICAGO

KNOWING HOW!

ANOTHER JENNINGS' POST-WAR ACHIEVEMENT



Super De Luxe CLUB CHIEF

REAL THRILL with more action! More suspense than ever before witnessed! That's the proud boast of the JENNINGS SUPER DE LUXE "CLUB CHIEF" now coming off the assembly line.

JENNINGS SUPER DE LUXE "CLUB CHIEF" is 100 per cent mechanical in operation! No electrical fittings or functions to halt or cause costly servicing.

Super DeLuxe "Club Chief" has beauty too! Its sparkling, illuminated front out-classed them all.

COMPANY

INOIS

HOUSTON

(Continued from Page 61)

naval officer, was wounded in combat. Hart and Horsman held the same positions at Houston's Decca office at the beginning of the war when they resigned and enlisted in the Navy.

Two women bowling teams, sponsored by South Coast Amusement Co., are leading their respective leagues. Harold Daily is owner of South Coast, and a fair bowler in his own right.

A new Houston coin machine firm, the Crowe-Martin Distributing Co., was created when S. W. Martin bought Sam Ayo's interest in Standard Music Co. The deal gave H. M. Crowe and S. W. Martin, co-owners of Crowe-Martin Distributing Co., title to all holdings, assets and liabilities of Standard Music Distributors except the name and the Aireon phonograph distributorship. Sam Ayo will continue the firm of Standard Music Distributors, and retain the Aireon agency.

Crowe-Martin was recently appointed wholesale distributor for Juke Box records and Sterling records.

Out of town coinmen in the city included: Joe Magani, M & M Music Co., Galveston; Louie Morris, Modern Music Co., Galveston; Morris Liedecker, C. C. Novelty Co., Corpus Christi; Harry Drollinger, Packard representative, Dallas; George Wrenn, Walbox Sales Co., Dallas.

Straus Frank Co. record shop, wholesale dealers in Victor and Bluebird records, is managed by Ben Collins with Bert Bruce and Don Kavanaugh as sales representatives.

Henry J. Hanschild was recently made manager of the record department of Crumpacker Covington Co., wholesale dealers of Columbia and Okeh records.

A luncheon meeting was held at the Rice Hotel recently for all city Columbia retail dealers for a pre-view of a Columbia Hit radio program. The program, heard on station KTRH, every Saturday, started Jan. 19th.

Houston office of Commercial Music Co., exclusive Wurlitzer Distributors, held a two day showing of the Wurlitzer Model 1015, on Jan. 7th and 8th. Buffet lunch, refreshments and entertainment were enjoyed by the large crowd that attended the showing.

John G. Wright

Kansas City

The Vendo Corp. hopes to receive definite confirmation soon of its five-year lease on the manufacturing plant formerly occupied by the Aluminum Company of America, at Twelfth Street and Eastern Avenue. Robert W. Wagstaff, attorney for Vendo and Byron T. Shutz, leasing agent for the company, completed negotiations with the Reconstruction Finance Corp. which handles surplus war properties, and the matter is now being reviewed by the justice department.

When approval is received, consolidation of all Vendo activities at the new location will be effected. During the peak of its war production of radar equipment and other secret war materiel, Vendo operations included the main office, 2 plants, the research and development laboratories and 3 warehouses.

RFC officials announced the removal of government owned machinery still in the Alcoa plant would begin immediately, and Vendo officials plan to begin moving in and making alterations simultaneously. Operation is expected to begin at the new plant by March or April.

The new manufacturing facilities provide

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324,000 square feet of floor space, and include huge parking lots for the use of employees, and railroad sidings of both the Missouri Pacific and the Kansas City Southern. Elmer Pierson, president of the Vendo Corp., said plant officials expect to reach an employment of 2500 within a year, unless the sugar shortage prevents.

Vendo has, as one of its chief products, vending machines for soft drinks. Should the sugar situation remain tight in 1946, as recently indicated by the Secretary of Agriculture, the Vendo business will reflect the situation in a slower development. Other products to be turned out at the new factory are automatic coin changers, steam cookers, and the company's latest development, a milk vending machine.

They rejected many luring offers to locate outside of Kansas City in making their decision to take over the Alcoa factory, and Pierson, newly-elected president of the Chamber of Commerce, has indicated he will set up a special committee to investigate Kansas City's tax structure and utility rates, and their relationship to such charges in other communities.

"If our products were only for distribution in this immediate area, it wouldn't make so much difference," Pierson commented, "but our products go all over the world. The company for which we make the soft drink vendor operates in seventy-eight countries. We just compete with other companies throughout the United States and already the freight rates are against us."

He believes, however, that Kansas City will be able to solve these difficulties, and hopes that Vendo may later buy the Alcoa property, or at the end of the five year lease move elsewhere in Kansas City.

Vendo began making vending machines in 1937 with five employees, which grew



The Packing Department of the Niagara Division plant of Packard Mfg. Corp. where PLA-MOR wall boxes are being shipped in ever-increasing quantities to distributors over the nation.

to 280 before the shift to war production when 1300 employees were kept busy.

The Funland Arcade was robbed of \$100 by thieves recently, the money being taken from the cashier's cage.

G. W. Francis has succeeded E. V. Webb as manager of the Automatic Canteen Co., for owner Francis H. Allan, now in service for Uncle Sam. Webb has opened the Liberty Truck and Tractor Co., Liberty, Missouri.

Edward Koch, owner of the Automatic Sales System, is enjoying a good play on his cigarette machines. He is repairing and painting his used machines and keeping them all busy.

Warren Doud of the Telecoin Corp. recently installed five new Bendix washing machines, and is eagerly awaiting arrival of more machines for the apartments where he has placed the dime operated machines. He is also anticipating the early opening of the first Kansas City launderette store, a business unit offering housewives the use of Bendix washing machines for the insertion of a coin. Housewives may bring their laundry to the store, put it in the machine, insert a coin, and go down town, to return and pick up the freshly laundered clothing on their way home.

A. H. Myers and Irwin Weiler are now operating the Consolidated Distributing Co. They are featuring sales and service of Rock-Ola and Williams. They have purchased a three-story, 30x90 foot building at the corner of Admiral and McGee for \$6,000.

Harry Silverburg of the W-B Novelty Co. has announced a demonstration of scientific sound equipment, featuring the Seeburg line of 1946 automatic phonograph models, at the Hotel Continental, January 26-27, with an open invitation to operators in Kansas and Missouri. Bill Betz, his St. Louis partner, sponsored the same show in St. Louis, at the Hotel Claridge, January 21-22, for operators in east Missouri and southern Illinois.

Immediate Delivery!
PACES RACES
Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.
Write for Prices

—•—

NOW AVAILABLE—QUANTITIES LIMITED

BRAND NEW
—TEN STRIKES—
BANG TAILS • LUCKY LUCRE
GALLOPING DOMINOS • LUCKY STARS

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS

**CHICAGO COIN'S
"GOALEE"**
Designed for profit, designed for beauty, designed for extra ease in servicing, designed to last for years and years. One or two nickel play.
SEE
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Al Mallon has taken over the Peerless Distributing Co. and the former operators, Dave Cooper and Dave Fleider have opened the Advance Music Co. The new firm is housed in its own new building, and will feature sales and service for the Aireon automatic phonograph.

Aireon Manufacturing Corp., which holds the commercial rights for the 1945-1946 broadcasts of the Kansas City Philharmonic Orchestra, has announced that the musical programs will be beamed to the American armed forces in Europe and the Pacific and Asia. The programs are heard over KMBC at 7 p.m. CST, each Thursday.

Business is not so good at the moment in Kansas City for coin machine operators, due to the fact that the war plants have closed down, and wartime salaries have ended, but it is believed that the situation is temporary, and when the new, peacetime industries get in full swing the coin machines will again get a heavy play.

Dev Thatcher

Mississippi

NATCHEZ—Captain Neil A. McLean, veteran of both the European and Pacific theaters, is back home and expects to resume his operations shortly. He recently returned to the states from the Pacific, where he went several months ago, following his discharge from a government hospital for wounds received during the Sicilian campaign. He won the Purple Heart, the Silver Star and other decorations. He has been given his discharge from the service after seven years, part of which was under the late, beloved General George S. Patton in Italy in the tank corps.

Captain Paul E. Peale has been given his discharge and has taken a position with the Brown Co. of this city. He is a veteran of a number of major battles and recently married a young lady in Tennessee, who is now here with him.

Lieut. Patrick P. "Pat" Burns, has returned from service overseas and has been given his discharge. He plans to resume operations with the Burns Co. on Main Street in the near future.

Cpl. Wilkes B. Harmon, formerly of Natchez and Ferriday, La., where he operated is en-route home from the China-Burma-India theater of war and as soon as he gets his discharge, plans to re-enter the coin machine business.

Pvt. Sidney R. Menefee is out of the army and has resumed operating, but not in this city, where he formerly operated. The well known operator has sold his interests here to Major William Mallory and has gone to his former home town of Mobile, Alabama, where he has obtained new operations and is hard at work.

Tech. Sergeant James A. Caire, son of operator Beauvais Caire, who was captured by the Japanese at the fall of Bataan in April, 1942, recently returned to Natchez. Sgt. Caire, a stalwart of the

BRAND NEW COLUMBIA CHROME JACKPOT BELL 25c PLAY CONVERTIBLE TO 5c-10c or 1c LIMITED SUPPLY!

ORDERS WILL BE FILLED
IN ROTATION AS RECEIVED

WIRE ORDER AND DEPOSIT NOW!

\$159.50 . . . LOTS OF 10

\$164.50 . . . LOTS OF 5

\$169.50 SINGLE

CONSOLES

4-Way Super 3/5-1/25.....	\$595.00	10c Mills Club Console.....	\$250.00
Jumbo Parade P.O. late head.....	124.50	Groetchen Columbia, Conv. 5c	
5c Mills Club Console.....	225.00	10c, 25c (Fact. Reb.).....	107.50

Twin Super Bell 5 & 25c..... 450.00

REBUILTS

5c - 10c - 25c
BLUE FRONTS

5c - 10c - 25c
GOLD CHROMES

Write for Special Low Prices

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



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Natchez high school football line in three seasons during the late thirties weighed only 110 pounds when he was returned to the United States aboard a hospital ship in October. Two months in an army hospital at Albuquerque enabled him to recover the sixty-eight pounds he lost in the infamous death march from Bataan and in more than three years in Nipponese prisoner-of-war camps on Luzon and in Japan. At present he is enjoying a visit with his wife's parents in Savannah, Georgia, but plans to return here and enter business with his father, who is a veteran of World War I, serving in the U. S. Navy.

Richard Rothe, formerly of the Fi-Ro Co. has returned to the U. S. Navy and is now stationed at the U. S. Naval Training Station in San Diego. He served in the Navy and was given a medical discharge while under age, but re-enlisted when he became of legal age.

Newcomers to the Natchez industry are Mr. and Mrs. Gerard "Tiny" Foley, formerly of New Orleans. He is associated

with the California Co.

Joseph Zuccaro, son of John Zuccaro, local operator who conducts the McMillan Co., was recently discharged from the Seabees.

Dante Natale Piazza, Tommy Piazza and Bennie Piazza, brothers, have received their discharges and plan to resume operations in this locality.

After a delightful holiday visit with his son-in-law and daughter, Mr. and Mrs. Charles E. McBride and little daughter, in Pensacola, Florida, Mr. and Mrs. George "Shorty" Long have returned home.

Newest operators in this section of Southwest Mississippi are Ben Goss and Powell Kaiser, who have been operating in Louisiana. They recently returned from New Orleans, where they purchased a number of new coin machines, which are being installed in various locations in this area.

Thornton Smith, son of operator Ned Smith is back after serving for 2 years in Germany and France. He has received his discharge and plans to re-enter school at Louisiana State University, where he was a student before enlisting in the army.

Louis Licata, who has been associated with Eidl Enterprises is now in business for himself. He has his uncle, R. E. "Red" Walker as his partner and reports that business is very good these days.

P. K. Ewing and George Wilson of the Ewing Co., accompanied by Charles Weeks, Robert Garrity and a few others from this city went to New Orleans on New Year's Day and attended the Sugar Bowl game.

Val Jensen is now in business in Birmingham. After receiving his discharge from the U. S. Army, Val worked for a company in New York before going to the Magic City in Birmingham.

The United Novelty Co., Inc., of Biloxi,
TURN PAGE

Economy Supplies The Nation!

GLASS CARTRIDGE FUSES (AUTO TYPE)

No. 3AG	Per 100	Per 10
1, 1½, 2, 3, 4 Amperes.....	\$3.00	40c
5, 6, 8½ Amperes.....	2.00	30c
10, 15, 20, 25 Amperes.....	1.75	25c

FUSTATS AND FUSETRONS

5, 1.6, 2.5, 2.8, 3.2, 3.5, 5, 6.25 Amps.....	\$1.60 for 12
--	---------------

Terms: 1/3 Deposit With Order, Balance C. O. D.

Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Lamps, Etc.

ECONOMY SUPPLY COMPANY

615 TENTH AVE. • NEW YORK • BRyant 9-3295

is writing local and state operators advising them they have been appointed factory distributors for Mills Phonograph. Company will represent Mills in Mississippi, Southern Alabama and Northwest Florida. They will announce a showing of Mills phonographs in the near future.

As soon as space is available United will open new offices in Jackson, Miss. This will be strictly a distributing office in which they will carry a complete service for operators, and along with the Mills audiophone, they will distribute a complete line of amusement machines.

Mr. and Mrs. Ben Goss are receiving congratulations on the arrival of a six and one half pound baby daughter, born at the Natchez Sanitorium. Goss is a well known local operator.

H. Norman Lawrence, formerly with Starr-Morrel and the Ewing Co., intends to open a business of his own in the near future. He is out again following his recent serious illness.

Captain F. Conner Burns, who for a number of years before enlisting in the U. S. Army was one of the leading operators of the city, is home from Newport News, Va., where he was discharged from the service recently. He plans to resume his extensive operations in this city.

Harold M. Case

AOA Elects Officers

NEW YORK—The following officers have been elected by the Arcade Owners Association of America to serve during 1946: A. W. Blendow, president; Louis Fox, 1st vice president; Sam Holzman, 2nd vice president; F. McKim Smith, 3rd vice president; Al Myers, recording secretary; Mrs. Marion Webster, corresponding secretary; Ben Katz, treasurer. Regional directors: Ken Wilson, Chicago; Joseph Ash, Philadelphia; and Meyer Wolf, New Jersey.

Monarch Remodeling

CHICAGO—Monarch Coin Machine Co. is proceeding with its remodeling program and workmen are now engaged in repairing and rebuilding according to the alteration plans. When finished Monarch will have a modern display and office setup comparable to any in the business.

Susie Just Loves 'Em

NEW ORLEANS—Here's a news item which should interest all members of the SPCA (commonly known as the Humane Society—in case this alphabet business has you a bit confused). No, Miss Jane Doe, aged philanthropist, didn't leave \$5,000 for the protection of indigent dogs. Moreover, she will not need to do that if dog-owners will just profit from the example of Susie.

Susie is a Manchester Terrier owned by John P. Coffee of New Orleans. She is five years old, weighs about three pounds, and is a proficient rat catcher and a good watch dog. However, her claim to fame does not depend on these accomplishments for, after all, there are a good many canine rat catchers and in the watch dog division K9's have carried off all honors. It is Susie's recreational taste which gives her the spot light. Susie is addicted to playing pinball machines.

A walk with Susie means a stop at the nearest pinball refuge. Susie makes such a racket that her owner must stop or be accused of disturbing the peace. Being a true lover of dogs, he would stop without that threat! Inside Susie makes a bee line for the pinball machine and impatiently waits for her master to get the necessary change. Coffee inserts a nickel; the ball speeds out. Susie, waiting on top of the machine with her eyes focused on the spot from whence the ball will come, has a spasm. She barks; she yelps; she indicates excitement in every known dog-way. In fact, she is an expert noise-maker.

Susie is no small-time player. She will go on and on as long as the nickels last. Interested bystanders usually donate to the cause. That she has true sporting blood in her is shown by the fact that the profit motive is utterly lacking in Susie. She plays the machines for sport, not for a possible pay-off. And her master plays the machines just for her sake. Well, after all, a dog that likes to play the pinball machines is probably not as expensive as a wife who plays gin rummy for high stakes, but don't tell your wife that we said so!

REVIEW ADS . . . PAY!



Ben Smith

Smith Joins DePerri

NEW YORK—Ben Smith, associated with *Billboard* for a number of years as eastern coin machine advertising manager, has joined the advertising agency of DePerri, Inc., which handles a great number of accounts in this field. Smith becomes an equal partner with Perry Wachtel in the agency which was founded in 1936.

Pair expect to expand the activities of the agency in the coin machine field as well as in other lines of service.



Perry Wachtel, who founded the DePerri Agency, has cornered most of the Coin Machine Accounts in the East through a program of consistent service which will be amplified with the addition of Ben Smith.

Stern Adds Two

CHICAGO—World Wide Distributors, under the leadership of Al Stern, has been appointed distributor for the Packard Manufacturing Co., and for J. H. Keeney & Co. Stern will distribute wall boxes in the metropolitan area of Chicago and in the State of Illinois for Packard. For Keeney, he will sell amusement devices in Illinois, Nebraska, and Iowa.

Paule Back to Ideal

ST. LOUIS—After three and one-half years of service in the Navy, Art Paule has returned to the city. Before entering service Art was manager of the Ideal Sales Co.

AUTOMATIC COIN CAN FILL YOUR NEEDS FOR PARTS OF ALL KINDS!

MEDIUM
IDLER GEARS
FOR MILLS
CLOCK
\$1.50

BRAND NEW
ETCHED
REWARD PLATES
FOR
MILLS GOLD OR
SILVER CHROMES
Only \$2.75

COIN CHUTES
FOR
MILLS V.P.
\$3.50

METAL STAR
WHEELS FOR
WURLITZER
SELECTOR UNIT
29c

ABT Free Play Coin Chutes.....	\$3.60	Main Gear for Mills Clock.....	\$2.75
6SC7 Phono Tubes.....	.65	Locks for Mills Slots.....	2.00
Pin Ball Locks.....	.65	Main Springs for Mills.....	.25
Ace Locks.....	1.00	Clock Springs for Mills.....	.25
Bulbs for Pin Games.....	.07	Handle Springs for Mills.....	.25
Slides for ABT Chute.....	1.10	Side Arm Springs for Mills.....	.25
Playmaster Phono Needles.....	.29	Long Knee-action Springs for Mills.....	.25

SPECIAL: Groetchen Columbia, G.A. with Fruit or Cig. Symbols.....\$69.50

Write for Latest Price List—Just Off the Press!

OUR NEW ADDRESS IS:

Automatic Coin MACHINES & SUPPLY CO.
4135-43 Armitage Ave. (Phone CAPitol 8244-45) Chicago 39, Ill.

CANDY VENDING



Peerless Buys Building

CHICAGO—At a reported price of \$50,000 Peerless Weighing and Vending Co. recently purchased the building at 33 North Western Avenue, Chicago. Company, which has its head offices in Long Island City, New York, plans to use the building for its district office and reconditioning shop.

According to John Pepple, district manager, the sale of the building formerly occupied by the company necessitated the move. Temporarily the firm will occupy half of the 20,000 square feet of floor space. The top floor will be leased.

Peerless, which operates penny scales and gum machines in chain stores throughout the country, has additional district offices in Atlanta, New Orleans, Detroit, Kansas City and Los Angeles.

As soon as new scales and gum become available, a program of expansion will be initiated. Preparing for this program, the Chicago office has already welcomed back ten veterans and added three new employees to the staff.

Change in Ownership

HARRISBURG, Pa.—Recent purchase of Thrift Wholesale Co. and Thrift Vending Machine Co., both of this city, by Thrift Cigar & Candy Co., has just been announced.

Thrift Wholesale has operated large-scale distribution and cigarette vending machine routes under the Vending Machine Co. name for some time using Harrisburg as a base.

Northwestern



Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

New Candy Vendors Yearn For Peak Production

Vending Partnership

AMARILLO, Texas—Harold A. Gallarneau announces the formation of a partnership with his brother, John B. Gallarneau, a former sergeant in the U. S. Marine Corps. The firm, to be known as Gallarneau Brothers, will continue to handle vending machine routes of candy, peanuts, and gum.

Harold has been operating in the territory since 1937. John has just returned to civilian life after thirty-seven months in service, thirty-one of them having been spent overseas.

Working with the brothers is their father, Bernard A. Gallarneau, a retired postal employee. Gallarneau served on the mail boat in the Detroit River, the only floating post office in the world.

Schutter Plugs Bar

CHICAGO—The schoolteachers always have some kind of a campaign to cope with. The Schutter Candy Co. is giving them a bookmark to aid them in that of "Kindness to Books." One side of the bookmark has the "Candy Eating Chart" designed by the Council on Candy; the other carries an admonition, in jingle form, against bending the corners of pages, and a small cut and description of the "Old Nick" candy bar, a Schutter product. Several hundred thousand of these markers have already been distributed to schools and libraries.

NEW YORK—Candy vendors may look forward to 1946 as the biggest year since the beginning of the war, despite continuing shortages of sugar, raw materials (principally chocolate), and the present acute labor situation. This is evident from a study of reports reaching THE REVIEW from candy manufacturers throughout the nation and from statistics recently released by the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

Since the termination of large-scale buying by the armed forces, the industry has been putting increased quantities of candy on the market. Manufacturers and operators report that more and more candy is being purchased from vending machines and point out that increased production of vending machines during 1946 by new vending machine manufacturers, as well as by the older ones, will add during the coming year to the present consumer demand.

While the position of candy manufacturers improved in 1945 to such an extent that the industry as a whole is confident of consolidating gains and building a solid foundation for an expanded candy industry, it is evident that manufacturers and jobbers will be hard pressed to meet the strong purchasing power which will cause a good demand for candy in 1946. Leading manufacturers and operators are unanimous.

TURN PAGE

COIN
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It's VIKING for VENDORS

For years we have specialized in all types of Vendors for Vending Operators. We consider our reputation at stake every time we sell a machine. That's why you can depend on VIKING, for when you buy from us you are getting the finest available today.

We are now scheduling deliveries on

NORTHWESTERN DE LUXE The World's Finest Bulk Vendor

DELUXE

Lots of 100 or More.....	\$18.95	Lots of 100 or More.....	\$ 9.60
Lots Less Than 100.....	19.50	Lots Less Than 100.....	9.75
Lots Less Than 25.....	19.75	Lots Less Than 25.....	9.95

ORDER TODAY!

VIKING **SPECIALTY COMPANY**

530 Golden Gate Ave., San Francisco 2, Calif.

mous in the belief that the coming year will see substantial gains over last year in the sale of bar and packaged candies.

An analysis of the report titled "The Candy Industry 1944-45," released late last year by the Department of Commerce indicates, together with subsequent data, that the output of 1945 almost equaled the previous year's record. Despite shortages, total production for the first ten months of 1945 was just slightly lower than for the same period in 1944. However, strong sales in the last two months of 1945 brought the mark much nearer the 1944 high of more than 2,800,000,000 pounds, topping the 1943 runner-up figure of more than 2,500,000,000 pounds.

According to Philip P. Gott, president of the National Confectioners' Association, every person in the United States ate 18.6 pounds of candy—assuming, of course, that everyone had received his or her fair share.

More than half the 1945 total of both the poundage and the value of all candy bought in the United States consisted of bar-type candies—used in vending machines—and of these nine-tenths were five-cent items. On the short end were one-cent items, which dwindled to less than 3 per cent of manufacturers' sales. A similar trend was noted in bulk candies, which at one time outsold bar confectionery.

In spite of the huge output of the candy industry, Gott pointed out in his report, production during the year 1945 was 700,000,000 pounds short of consumer demand.

Plans for the candy industry for 1946 call for expansion of production and markets; continuance of high quality candies; and aggressive marketing programs.

All signs point to continued shortages in sugar and other ingredients in the months to come and little immediate relief from the present labor situation. However, for the industry as a whole the prospect is definitely encouraging, and vendors may expect a slow but constant rise in the production of all types of vending machine candies.

Plan Peanut Promotion

ATLANTA — Over a year ago the National Peanut Council announced its intention to spend \$230,000 a year on an advertising campaign. Due to war demands for peanuts and peanut products, the program was held up. It is now planned to inaugurate the campaign in 1946 with magazine advertising. The amount to be devoted to magazine advertising has not been made public. Though the Council has a publicity and public relations program and has authorized additional appropriations for a research program, this will be the first advertising done for it.

* * *

It takes 3000 bolts to hold a truck together but only one nut to scatter it all over the countryside.

CANDY MACHINES WANTED

STONER CANDY MACHINES

Either 6 or 8 column

Any condition, any quantity

Write, phone or wire collect

Peoples Service News Company

329 South Broad Street

Philadelphia 7, Pa.

Phone: PENnypacker 5966

Candy Campaign Continues

CHICAGO—The National Confectioners' Association is continuing the advertising campaign begun in 1942. Announcement of the program for 1946 comes via its Council on Candy which has raised over a million dollars since the program began. The Council and the directors of the association have voted to solicit funds to continue promotion through the first half of 1947.

In connection with the continuance of the campaign, the Council has adopted an eight-point program: (1) Build a greater market, (2) Remove prejudices tending to restrict consumption, (3) Inform professional people and the public of candy's food value, (4) Emphasize the place which candy holds in the American way of life, (5) Develop and promote new uses for candy, (6) Encourage, through research, the development of new and still more nutritious candies, utilizing America's agricultural products, (7) Improve merchandising methods, (8) Promote good will for the industry.

The 1946 program calls for a magazine advertising campaign. Four-color, full-page advertisements featuring a human interest picture will be used. A bleed page in red with a large heart-shaped cut-out center is planned. The heart silhouette and the themes "The 'Crave for Candy' is a call for energy" and "Candy's dandy . . . keep it handy" are other features to be used.

Insertions in *Life* and the *Savannah Post* will inaugurate the series. The campaign is timed to coincide with the greater availability of candy which is expected late in 1946.

Mrs. Mars Dies at 61

CHICAGO—Mrs. Ethel V. Mars, president of Mars, Inc., died recently in La Jolla, California. She had been ill for several years.

When her husband, Frank C. Mars, died in 1934, Mrs. Mars inherited the business she helped create. Starting in a small way in Minneapolis in 1921, Mr. and Mrs. Mars built up their business until the Milky Way bar alone became one of the top five-cent sellers of the candy industry. In 1929 the company moved to Chicago for expansion. At that time Mrs. Mars retired from her executive work in order to devote her time to the development of the famous Milky Way Stables, one of the leading money winners of the American turf. In 1934 Mrs. Mars became president of Mars, Inc.

Mrs. Mars is survived by a daughter, Mrs. Patricia Feeney of Phoenix, Arizona, and a brother, William L. Kruppenbacher. Kruppenbacher has been executive vice-president and managing director of the company for many years.

Leaf Buys Factory

CHICAGO—According to the announcement of Sol S. Leaf, president, the Leaf Gum Co., and the Overland Candy Corp., are to be housed in a new factory on the West Side reportedly purchased for a price of \$1,101,500. The building, occupied during the war by the Minneapolis-Honeywell Regulator Co., was purchased through the Reconstruction Finance Corp. It has a floor space of 210,000 square feet. Modern machinery and laboratory facilities are being installed.

Overland Candy Co., soon to enter the 5-cent candy bar field, will use a portion of the building. Overland is currently located at 2305 West Erie and 1732 West Hubbard. Leaf Gum will move from 431 North Wcott to the new quarters at Division and Cicero Avenues as soon as installations are completed.

Ten Cent Bars Tabled

NEW YORK—The prospects of ten cent bars reaching the market seems pretty dim, according to a survey made here recently. Manufacturers who have been toying with the idea and hoping to cash in on the ready spending, are reported to have put the idea back in the moth balls, remembering that after the first World War the ten cent bars did not enjoy sufficient sales to warrant their continuance.

The strong consumer habit of buying five cent candy, and only five cent candy, and the notable failures recorded by a few manufacturers who have recently made tests in introducing ten cent items, were other contributing factors to an overall decision on the part of the manufacturers.

NAUGATUCK, Conn.—Peter Paul, Inc., has decided to "buck the tide" and step out and test the ten cent bar field for itself. Firm has started manufacture of a new coconut piece to retail at ten cents and called Almond Joy.

New bar weighs two ounces against one and three-quarters for the popular Mounds made by Peter Paul. Bar is in two parts and coconut is coated with light milk chocolate, and each piece contains two roasted almonds.

Pan Stages Parties

CHICAGO—During the holidays, the National Candy Co. entertained with two lovely parties. On December 11th, the Pan and Veribrite factories of the company held their first combined Annual Christmas Party in the Club rooms of the Furniture Mart. Several hundred office and factory employees joined the executives of both factories in the celebration.

A cocktail hour, a lavish dinner, a floor show, and dancing made the evening a memorable occasion. During the floor show, the Master of Ceremonies called on some of the employees to display their talents in the entertainment field. The result was enjoyed by all. Santa Claus also drew a round of applause when he visited the tables during dinner and presented each guest with a beautiful gift.

On the 28th, National Candy Co. held open house at the new offices at 311 West Superior Street. A fine instrumental trio entertained while cocktails were served.

Enjoying the buffet were several hundred guests including representatives of the principal supply firms in the area. Guests were entertained royally and National's hospitality was appreciated by a large group of trade leaders.

Greeting guests for National were the following members of the Chicago organization: W. Melville Cribbs, general manager; Edward R. Wood, divisional manager; H. B. Cosler, general superintendent; Leo A. Fitts, purchasing agent; A. C. Elwood, controller; Charles A. Gerlach, director of sales; H. B. Murphy, sales manager; R. I. Johonot, director of merchandising.

Mason Builds Plant

NEW YORK—Mason, Au & Magenheimer, manufacturers of candy bars for the vending machine trade, has purchased the 33-acre Morrell farm in Mineola, L. I., on which it plans to erect a candy factory. Company, which has been in Brooklyn for 80 years, will develop the property as manufacturing center for food product industries.

* * *

Pappy Cootie: Say, Pop, how did you like this war?

Grandpap Cootie: Oh, Boy, it sure seems great to be back in a uniform again!

We Are Accepting Application for Exclusive City, County and State Franchises
for the Operation of Our New Nine-Column, 5c Biscuit Vendor Dispensing

"NIKS" *Sunshine Biscuits*

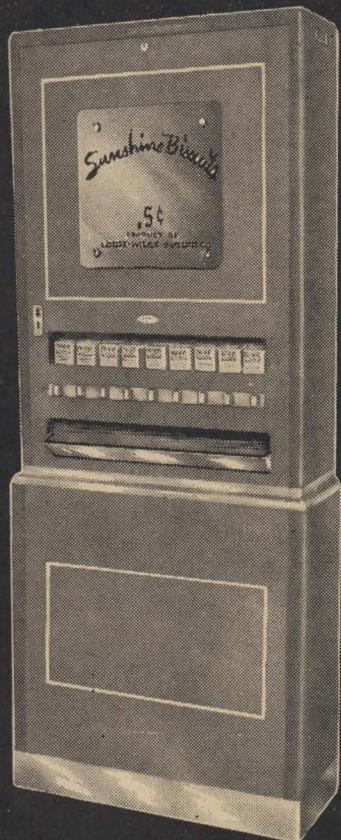
A Product of
LOOSE-WILES BISCUIT COMPANY



\$95⁰⁰
F.O.B. N. Y.
COMPLETE WITH STAND

SPECIFICATIONS

Cabinet: 26" wide, 39" high, 8½" deep. Stand: 27" wide, 23" high. Weight: 98 lbs. Weight with carton: 105 lbs.



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FOR
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Biscuit Vending through machines is not new . . . the war merely interrupted its becoming the most sensational vending machine producer in history. Machines have been on location for more than 5 years in New York's leading manufacturing plants, department stores, banks, schools, etc., and are as good as new today. The average sales far exceed those of cigarette or candy machines and the net profit is much greater on a smaller investment.

Sunshine Biscuit "Niks" are available to the operator at the lowest prices paid by the country's largest grocery chain. You don't have to carry stock . . . the nearest Loose-Wiles Distributing Centers located throughout the country are your sources of supply.

The "Niks" Vendor is solidly constructed for indefinite long use... built to vend present 5c package, a smaller package if necessary, or larger package for 10c. Among its other features are 135 pack capacity with beautiful display variety for increased sales; tested and proven coin mechanism and slug ejector adjustable for nickel or dime; simple servicing . . . 9 column plunger mechanism removable without a screw and weighs only 9 lbs.; columns automatically lock when empty; theft proof; finished in baked enamel in standard Sunshine Biscuit Red and Blue.

WRITE OR WIRE TODAY STATING TERRITORY DESIRED!

STATLER DISTRIBUTORS, INC.

STATLER MANUFACTURERS CORP.

Exclusive National Distributors of Loose-Wiles Biscuits ("Niks") to the Coin Machine Trade

2112 Broadway

New York 23, N.Y.

THE

BIG TWO

OF THE CANDY BAR WORLD



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SCHUTTER CANDY COMPANY, CHICAGO

Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

Leverone Honored

NEW YORK — Nathaniel Leverone, chairman of the board of the Automatic Canteen Co. of America, former secretary of the Chicago Crime Commission and prominent Chicago civic leader, was honored by the members of the National Automatic Merchandising Association Jan. 22nd at a testimonial dinner held at the Savoy-Plaza.

Leverone was one of the founders and first president of the National Automatic Merchandising Association, national trade association of operators, manufacturers and suppliers of merchandise and service vending machines, which was organized in 1936. Two months ago, after serving as president for nine years, he gave up active direction of the organization but remained a member of the association's board of directors.

A plaque expressing the members' appreciation of his leadership and his contribution to the advancement of the automatic merchandising industry was presented to Leverone by Robert Z. Greene, president of the Rowe Manufacturing Co., new president of the association.

RR Ticket Vender

GREENSBORO, N.C.—A new automatic vending machine put out by the National Cash Register Co. was recently installed at the Southern Railway station. The machine produces tickets and does some book-keeping in connection with the operation. It is not coin-operated, but it is possible that it could be adapted to coin operation for the sale of short suburban tickets.

* * *

"Does your papa play golf?"

"No, he learned to swear like that in the army."

Your NEW VENDORS

WILL REFLECT THE FINEST
IMPROVEMENTS IN YEARS!

—MATCH THESE IMPROVEMENTS

BY USING ONLY THE FINEST
VENDING CONFECTIONS OBTAINABLE

Pan Confections

If YOU ARE NOT ON OUR
MAILING LIST—WRITE TODAY

Pan Confections

311-29 WEST SUPERIOR STREET
CHICAGO 10, ILLINOIS

Opens Camera Shop

FRESNO, Calif.—Jim Schiffer, veteran phonograph operator with routes in the San Joaquin Valley for many years, has indulged a secret ambition by opening up a camera supply shop in Central California.

Known simply as "Jim Schiffer's" the new shop carries radios, small electric appliances and camera supplies, and is located at 1010 Broadway in downtown Fresno. Built of glass block and light green decorative plaster it is an unusually handsome store, with the owner's name in huge maroon letters silhouetted against the front.

Schiffer, who will continue to operate his phonograph business full time, is an ardent photography fan, entering many West Coast photo contests, and working with still cameras, movies, color, and all phases of the hobby. This interest is shown in the new store, which features various departments for all types of photographic work, and will specialize in supplying the advanced amateur who does his own shooting, printing, developing and enlarging.

Operators from six surrounding towns in various coin machine fields were on hand for the opening of the new store, when the complete stock of cameras was sold in a few hours.

Appointed Mills Distrib

CHICAGO—Beginning its third year of operation, Automatic Coin Machines & Supply Co. has moved to larger quarters. Offices, display rooms, and shops are now located at 4135-4143 Armitage Avenue. An enlarged shop and office staff will serve clients at the new headquarters.

The company, under the direction of Irving Ovitz and Oscar Schultz, has been appointed the exclusive distributor in Illinois and adjacent territory for Mills Novelty Co. and Mills Industries.

Ideal Remodeling

ST. LOUIS—Ideal Novelty Co. is remodeling and also building a balcony through the back half of their building for a new Parts department for Rock-Ola, Northwestern and Mutoscope parts. In addition a new Paint Spray outfit has been installed to repaint all Arcade equipment. The main showrooms are being completely remodeled to make way for the new Rock-Ola phonograph.

Red Kelly has sold his studio and is back with Ideal Sales Co. Earl Bowman, in charge of repair and parts, is back after 3½ years in the service in India. Frank Scherer is assistant to Bowman. Tom Dunbar has assumed management of the Dunbar branch. George Timple, Ideal auditor, is back after two years in the army. John Bristow, 3½ years in the South Pacific, is back with Ideal Roller Rink and Eddie Hawkins, with the same amount of service in Germany, is back with Missouri Tavern Supply Co. in Springfield, Mo. as route man.

Noto Boys Back Again

SAN FRANCISCO—Joe and Carl Noto are both out of the service and have established the Nobro Novelty Co. and will be jobbers and distributors of coin-operated machines. Headquarters have been opened at 369 Ellis St., and Joe says "We both are back and are going to get into fast action again."

Girl For McCalls

ST. LOUIS—It's a girl—name Rosemary; weight at birth, eight pounds; parents, Mr. and Mrs. A. McCall. A sister, aged five, is rejoicing over the arrival of a future playmate. Papa McCall is the general manager of the McCall Novelty Co., one of the leading distributors of coin machines in this territory.

CIGARETTE VENDING



Cig Vendor Arrives

LOS ANGELES—Coinmatic Distributors have announced the initial showings of the new U-Need-A Monarch cigarette vendor, designed by Norman Bel Geddes. First samples were expressed from the East on the 19th and were due to be on display when this issue of THE REVIEW reaches subscribers. The Monarch will be available in 6, 8 and 10 column models and according to Preston Jarrell, "It's the most beautiful thing you ever saw. Words just don't describe it. You've got to come in and see it."

Cut Permit Red Tape

PHILADELPHIA—The deputy secretary of revenue for the State, W. H. Beachy, has announced a simplified procedure for renewing cigarette dealers' permits in 1946. Renewals will be handled through the State Capitol. Dealers will receive renewal cards which are to be returned to the department with the \$1 fee. It will not be necessary to fill out long application forms.

Tobacco Taxes Reaching Dangerous Proportions

Rowe in TIME

NEW YORK—In an effort to apparently acquaint those interested with the true facts and possibilities in operating cigarette and candy vendors, a full page ad appeared in a recent issue of TIME wherein the Rowe Manufacturing Co. offered to send their booklet describing the business to interested parties.

New Cig Package

NEW YORK—A cigarette package has been invented that becomes smaller as the contents are used and prevents damage to the remaining cigarettes.

NEW YORK—A report of the Federal Government that in the fiscal year ended June 30, 1945, taxes to the tune of around \$900,000,000 were collected on tobacco products, principally cigarettes, and exclusive of overseas shipments, raises the question: Just how much tax should one industry be called upon to pay?

In addition to this staggering tax is added the \$150,000,000 a year collected by thirty-one states of the union which now derive taxes from this source.

The total revenue of \$1,050,000,000 is a lot more than the farmers, leaf men, manufacturers, jobbers and retailers all to-

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TURN PAGE

an important **National** announcement

NATIONAL will soon have news of tremendous importance for you. The minute you hear it, you're going to realize that NATIONAL has again put a new and brighter picture on the Merchandise Vending Machine Business. Take a tip from NATIONAL...watch...wait...for NATIONAL quality and performance.

National Vendors Inc.
5055 Natural Bridge Avenue
St. Louis 15, Mo.

Manufacturers
of Cigarette
and Candy
Vending
Machines

gether are receiving from tobacco.

While there is a growing trend toward state taxation of tobacco products, there is an equally growing trend for tobacco people to question the whole tax setup.

They point to the farmer as an example. Three pounds of tobacco go into the manufacture of 1,000 cigarettes. The tax on 1,000 cigarettes is \$3.50. This means that the tobacco used in cigarettes pays \$1.17 a pound—or in other words, the Government collects about a thousand dollars in tax from each acre of cigarette tobacco grown.

The farmer, meanwhile, although he is getting "good" prices for his cigarette tobacco, is realizing only around four hundred dollars an acre.

By a simple process of arithmetic, it can be seen that the Government is getting two and a half times as much as the farmer for the tobacco.

Cigarette and tobacco tax receipts and the number of states levying such taxes have risen sharply since 1940. In that year twenty-six states collected a total of \$101.3 million. In 1944 thirty-one states collected \$151.6. Cigarette and tobacco revenues collected in 1944 showed an average decrease of 0.3 per cent from 1943—because of wartime shortages—but since July, 1945, have risen rapidly.

States have found something better than a gold mine in the tobacco tax. A shining example is Oklahoma, whose cigarette revenues for 1944 rose over those of 1940 by 130.8 per cent. Receipts for Arkansas climbed 85.9 per cent, Tennessee and Texas 71 per cent, Georgia 66.6 per cent, Utah 56.6 per cent, and so on down the line.

The theory that tobacco is an inexhaustible source of tax revenue is fallacious, tobacco vendors declare. Further heavy taxation is a direct threat to the survival of the tobacco industry.

Golden Addresses Club

ST. LOUIS—"Advertising may suffer a few shocks and we may be concerned that the end of the war found many advertisers unprepared, but, as a people, we seem to have the ability of always making a comeback," said Will R. Golden, Eastern Sales Manager of Universal Match Corp., during a talk before the New Haven Advertising Club recently.

"Advertising," he continued, "has a tremendous job to do, especially in this economy. It can fulfill this task without fear of retardation or retrogression only if it faces the challenge squarely. We must maintain our particular interests and enterprises on a reasonable level with the never-escaping objective of bringing more and more quality goods to the American public at lower and lower prices consistent with maintaining a stable economy."

His talk before the Ad Club's weekly luncheon meeting was a return engagement for Golden who addressed members last year at a similar meeting. In addition thousands more heard the speech over Radio Station WNHC, New Haven.

Interspersing his speech with considerable humor, Golden nevertheless touched on many of the more serious economic problems of the day, and in conclusion established this challenge for advertising:

"Not only will advertising continue, but as a symbol of the greatest weapon in the hands of mankind—namely a force of education and learning and self-development. As a facet of our complex economic structure, advertising can serve to bring to Park Avenue and to Tenth Avenue, and to the big city and to the hinterland, the interchange of information among the peoples of all stations, all walks of life,

all nations of the world, giving life and beauty to the theme of production—production of more and more goods of finer and finer quality, for consumption by enlightened peoples in a peaceful world."

The meeting was arranged by the New Haven Advertising Club through C. C. Balthasar, District Manager for Universal in New Haven, a member of the Club. Each guest was presented with a package of Universal products containing: a box of Royal Flash Billboard book matches, carrying a gold-printed message of greeting to club members; a box of General MacArthur "I Shall Return" safety matches which were manufactured as a propaganda weapon during the Jap occupation of the Philippines; an OLD NICK and a BIT-O-HONEY candy bar, manufactured by Schutter Candy division of Universal Match Corporation; and a "Miss BIT-O-HONEY What's Your Number?" booklet. In addition, reprints of Universal's famed "History of Fire" paintings were displayed, and guests were offered reproductions suitable for framing.

Electric Vendor Arrives

NEW YORK—The first all-electric cigarette vending machine was scheduled to appear on the market in January according to an announcement made by Eastern Electric Vending Machine Corp. The new machine, Eastern Electric, is being manufactured under the supervision of Mario Caruso, veteran electrical equipment expert.

The machine operates on AC or DC current. Holding 320 cigarette packs, it delivers in 1 and $\frac{3}{4}$ seconds. Steel construction makes it practically damage proof. Some other outstanding features are: dial selector to change price, positive mechanical feed, price range from ten to forty cents with each of the eight cigarette columns handling a complete pre-selected price range independently of all other columns.

A heavy volume of orders is reported and production is being stepped up to make prompt delivery possible. The East-

ern Electric Vending Machine Corp. is located in the General Motors Building at 1775 Broadway, New York.

Wolf Back from Chi.

LOS ANGELES—Bill Wolf, of California Amusement Co., returned to the Coast on the 22nd after spending a couple of weeks in Chicago with AMI officials and closing deals that will result in revolutionary announcements for the West Coast States. Details were withheld as this issue went to press.

Coinmatic Enlarges

LOS ANGELES—Coinmatic Distributors have taken additional space just east of their present location at 2712 W. Pico Blvd. to be converted into an attractive sales and display room, according to Preston Jarrell. Remodeling started in the latter part of January. When the addition is finished, Coinmatic also will have complete maintenance service to offer, plus a complete line of parts for all models.

Brown Issues Brochure

DALLAS—Ed Brown, Inc., cigarette operator, is observing his 18th year of operating by issuing a four-page brochure of pictures showing the progress that has been made.

Eighteen pictures comprise the presentation and show the various branches of this great service organization which maintains operating headquarters in Dallas and Little Rock.

V. E. Hicks Passes

LOS ANGELES—V. E. Hicks, 62, department manager for the Liggett and Meyers Tobacco Co., passed away on the 6th. Hicks was well known to Southern California cigarette operators "on direct" with the tobacco firm. Interment was in Inglewood Park.

Riddell Expanding

PASADENA—The Riddell Co., tobacco jobbers and cigarette operators, are expanding and will soon add a new 24 by 110 foot building being built for them adjacent to their present quarters. New building will be used to house vending business, repairs and warehousing.

PAPER IS NO LONGER RATIONED

for industrial, trade, and general interest publications, and
for the first time in 3 years we can invite advertisers to

USE ALL THE SPACE YOU WISH

in future issues of THE REVIEW. Our Mills have promised steady shipments in the months ahead and increase in the quality of the stock will be evidenced in future issues, until sometime in 1946 when we will be able to resume the heavy coated stock used in pre-war years. So, there's reason to rejoice . . . unlimited paper stock permits us to give you ALL of the space you need . . . and a readership, protected, amplified and augmented during the war years . . . is eagerly awaiting your messages.

DEADLINE IS THE 12th of EACH MONTH

Get in Touch With Our Nearest Office Today

The COIN MACHINE REVIEW

1115 VENICE BLVD.

Fitzroy 8269

LOS ANGELES 15, CALIF.

CHICAGO 1:
35 E. Wacker Drive
CENTRAL 1112

NEW YORK 17:
441 Lexington Avenue
Murray Hill 2-5589



In the West

New phonograph showings punctuated the local scene during the past three weeks. On January 6th and 7th Clark Distributing Co. unveiled the new 1946 Wurlitzer at the Biltmore Hotel before a nice crowd of interested music men. On January 20th Jean and Dolores Minthorne held open house at Minthorne Music and had the operators in to see the 1946 Seeburg and sample the Minthorne hospitality.

The Industry was saddened to learn of the death of A. M. Keene of Taft, on the 11th. In recent years Art had spent a great deal of his time in Los Angeles. The day of his death we received a "Happy New Year" card which he mailed in Mexico City. "It's New Year's Eve right now, Paul," he wrote. "Many phonographs here but they're mostly Frank Navarro's from Casa Navarro. Smile. A. M. Keene." "Smile" was Art's favorite closing line and a most fitting epitaph for this veteran operator.

Jim Alle is back from Syria where he went to see his father who has been ill.

Current cigar passer is Allan Brown, service manager for Nick Carter at Nickabob. Occasion is a 7-pound, 3-ounce baby boy born January 10th at Community hospital, Long Beach. Lad has been named William Allan. Mrs. Brown (Ethel Smith) was formerly a secretary for Bill Simmons.

Commenting on OPA's cost absorption policy, Jack Gutshall comments: "In spite of OPA, the only two who can live as cheaply as one are a horse and a bird!"

Leonard Micon of Pacific Coast Distributors, has remodeled his showrooms and made other improvements at his place in the interest of better efficiency. Leonard wants his friends to drop around so he can show off his showrooms, among other things.

Walter Bogenberger, former operator and distributor, is opening a radio, appliance and record shop on Beverly boulevard.

Irving Rich and Sammy Ricklin are the new owners of Consolidated Amusement Co. The Kozinsky boys, now known as the King Brothers, intend to stick to motion picture producing.

Clayton Ballard, northwest district manager for Aireon, was in town during the early part of January on a three-weeks combination business and pleasure trip. Clayton informed us with a detectable note of envy, that Ted Kinney of Hart Music Co., Everett, Wash., is sporting a shiny new 1946 Ford coach.

Mr. and Mrs. Paul A. Laymon and Mr. and Mrs. Jean Minthorne were guests of Mr. and Mrs. Jack R. Moore and Mr. and Mrs. Floyd Jackson, Portland, Oregon, in Palm Springs on January 13th. Others in the party included Mr. and Mrs. Robert Waggoner of CMAC, Chicago. Returning to town the Laymons and Minthornes encountered a sand storm and had their paint jobs and windshields badly pitted.

Nick Carter is completing a classy new display stage at his office in preparation

for the arrival of the new Aireon instruments. Stage will be trimmed with blue and gold drapes and chromium.

Attacked by a suspected burglar armed with a cleaver and pair of pliers, Patrolman Pruitt shot and killed Morris McGarity in a restaurant in Compton on December 26th. McGarity was attempting to open an automatic phonograph and turned on the officer with a cleaver when ordered to stop.

Charlie Robinson is proudly displaying the new Super Deluxe Club Chief which has just arrived from the Jennings factory. It's a beauty.

Connie Bergbauer has disposed of his operations in Milwaukee, purchased a home in Los Angeles and expects to establish an operation here.

Recent visitors from out of town at Badger Sales included Ben Rosenthal, Mexico City, buying used equipment and pleading for more; I. L. Berry, Santa Cruz; Frank Showalter, Santa Ana; Walter Leonard, Bellflower; W. M. McGowan, Visalia; H. D. McClure, San Gabriel; LaVerne Worley, South Gate; Roy C. Jones, Inyokern; S. R. Hopkins, Banning and Ted Bear, Fresno and Merced. Bear is starting a new arcade in Merced.

The Laymon roster is replete with the bluebloods of the business. Among those checking in during the month we find Mr. and Mrs. Lloyd Barrett, Pomona; I. Marley, Glendale; G. L. Catlin, Montrose; Al Cicero and John Patrick, Santa Maria; E. L. Needham, Yuma; John Rogers, Inglewood; Leo Vaughn, El Centro; L. Dunn, Monterey Park; Art Narath and C. H. Peddicord, Anaheim; Jake Everitt, La Habra;

Paul Sullivan, Oceanside; Joe Grater, Oxnard; Jerry Post and Jack Neil, Riverside; Allan McMahan, San Jacinto; M. C. Stewart, Big Bear; Dick Sharp, Santa Ana; William Shorey, San Bernardino; Pace Brothers, Santa Paula; James Hastings, Norwalk; R. L. Byrd, Gardena; Tex Miller, Blythe; Jay Beamer, Superior, Ariz.; and Perry Irwin, Ventura.

Rudelle Pratt is the new secretary at General Music Co.

De Goria at Dee's Service Shop reports much interest among music operators in his "listening post." Eleven independent record manufacturers are supplying current records to Dee's where operators can hear the latest records without traveling all over town. Two of the majors have likewise agreed to contribute to the "post."

Charlie Washburn is back from a confab at Packard Manufacturing in Indianapolis with the handle of Regional District Manager for California, Arizona and Nevada.

Mr. and Mrs. Roy Smith enjoyed a ten-day vacation at Ensenada in Baja California.

Jack Allison is back at Jack Gutshall's after a look-see at the San Francisco record distribution branch of the firm.

Airene men hightailed out of town over the January 19th weekend to be on hand for the Factory Instruction School opening in Kansas City on the 21st. W. E. Simmons drove back to be on hand and all of the distributors on the coast sent their service supervisors and several of the distributors went along as well.

Joe Medwid is a new addition to the service department at Laymon's. This department is being rapidly expanded to keep pace with today's changing requirements. Nelson Baker, former member, is out of the army and visited recently with the Laymons.

Frank Anderson, Beverly Hills and Honolulu, has left by Clipper to look in on his extensive operations in the Hawaiian Islands.

Al Sleight, Regional Sales Manager for Bally, was in town the second week of January.

"And it isn't even spring." Words to this effect might well apply to local dis-

COIN
MACHINE
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FOR
FEBRUARY
1946

NEW EVANS FREE PLAY, CASH PAY AND COMBINATION CONSOLES WILL BE ON DISPLAY IN OUR SHOWROOMS SHORTLY

Our policy will be to serve operators according to date of orders received and will be rotated accordingly. Visit with us and you will find Evans Custom-Built Consoles the finest money can buy—anywhere—any time.

PACIFIC COAST DISTRIBUTORS

1347 W. Washington Blvd.

Los Angeles 7, California

Richmond 5527

tributors who are busily remodeling and conducting general housecleaning—not for spring, but for samples of new models said to be just over the horizon. Among those so active are Frank Navarro at the Navarro Distributing Co.; Ray Powers at Mape Music and Nels Nelson.

Walter McDow, serviceman at Laymon's, had an artery in his arm severed in an unusual accident which put him home for a few days.

Art Weiss, local operator, just out of the navy, is in the hospital with gall stones.

San Francisco

January promises to be a month of teeming activities. The Coin Machine Industry is beginning to hit its stride after years of compulsory inertia. Postwar equipment is starting to make its debut and various long postponed expansion plans are being rapidly converted into actualities. Another proof of the new vigor pervading the industry is the large number of newcomers who wish to become integrated into the coin machine business either as jobbers or operators. All in all things really are humming.

The first important event of the month was Clark Distributing Company's Wurlitzer showing on January 6 and 7. The firm kept open house during the two days, and according to Kenneth W. Popkey, manager, about two hundred Northern California operators came to inspect and admire the brand new Wurlitzer model. Popkey stressed the fact that this was not a hand made sample but one actually off the production line.

Mike Hambergren, vice president of Rudolph Wurlitzer Co., and director of sales of the North Tonawanda Division, arrived here for the Sunday opening, and together with Don Clark, owner of Clark Distributing Co., explained the new Wurlitzer policy to operators.

Wednesday noon Clark Distributing Co. entertained franchised Wurlitzer operators from throughout Northern California at a luncheon meeting at the Palace Hotel. Featured speaker at the meeting was Hambergren who further explained the new Wurlitzer policy. W. H. Schetter, Clark Distributing Company's Los Angeles manager, was among the guests. E. L. Horiskey, Seattle branch manager, was unable to attend due to transportation difficulties.

During the week John Schwartz arrived here. Schwartz had been connected with the Rudolph Wurlitzer Co. for 26 years. He will manage the San Francisco branch of American Phonograph Cooperative, Ltd. Until he finds a satisfactory independent location, Schwartz will have his head-

quarters at the Clark Distributing Company's premises.

The next exciting event is scheduled for the 21st of January when Jack R. Moore Co. will hold its Seeburg showing at their showrooms. Expected to arrive for the occasion are: Jack R. Moore, head of Jack R. Moore Co.; Dan J. Donohue, District Sales Manager for Seeburg; J. Kamys, Seeburg Sales Engineer, and Don Hugenin, Sales Director of Jack R. Moore Co.

Johnny Ruggiero, manager, recently returned from the Seeburg distributors meeting, spoke with the utmost enthusiasm about the new Seeburg phonographs. According to Johnny the new Seeburg is "phenomenal—nothing short of phenomenal!" The postwar Seeburg is not a compilation of old ideas in a new cabinet but something really new. Seeburg distributors, under factory instructions, made a national survey of operators to determine what they want and what they don't want in postwar phonographs. The new Seeburg was then built according to these specifications.

Johnny was also very favorably impressed by the new Seeburg policy which was presented at the distributors' meeting—namely that distributors will have to restrict themselves to "sell music on a sound distribution basis and not engage also in the operating field. Distributors must not set up competition to operators."

Jack R. Moore Co. has taken over the entire second floor of the building in addition to the first floor and basement now occupied. The second floor will be strictly a shop where some new Seeburg factory designed and built test panels will be installed in the near future. According to Johnny, with these new test panels it will be possible to service every equipment Seeburg ever built and there is additional space for testing equipment Seeburg might build in the future.

While Associates has not set a definite date for a Rock-Ola showing, the recently acquired additional space is getting readied for one of the finest display rooms. The walls are all Celotex, entirely sound proof, and the windows are covered with gorgeous burgundy velvet drapes. The showroom further boasts of a permanent bar.

George R. Murdock, head of the far flung Associate interests, said: "Our plan is to hold an operators' meeting when we can back up the showing of Rock-Ola automatic phonographs with deliveries, but not before."

Associates' San Francisco staff was recently augmented by Fred S. Neumann and George Szakall, just out of the Navy.

George Schnabel, from Puget Sound

Novelty Co., Seattle, one of the Associates, was a visitor here recently.

A glamorous touch has been added to the Associates premises. A small room has been entirely given over to a beautiful collection of oh! so arty pictures. There is little lacking there to feast the eyes on female pulchritude. George R. Murdock explained: "We received all these beautiful calendars—we couldn't slight anyone, so we decided to display them all. Result: this art gallery."

Over the holidays Mr. and Mrs. Murdock, accompanied by their daughter Sharline, drove to Los Angeles, where for the first time in years, there was a grand reunion of the immediate Murdock clan represented by four generations and comprised of 26 members. Richard G. "Dick" Murdock, Combat Captain of the Infantry, flew from Chicago with his wife, Sherle to be present at the occasion. Captain Murdock is just out of the Army, and during his service years was awarded the Silver Star, Bronze Star, the Purple Heart twice, the Croix de Guerre, British Military Medal, 9 Campaign Stars, and a Presidential Citation, awarded to his Company. Murdock's younger son, George R. Murdock, Jr., who served in Naval Aviation, was released December 29, and with his wife, Lucille, and son Michael (aged 2) participated in the family gathering thus completing the picture.

Al Armos, owner of Golden Gate Novelty Co., prominent jobbing and distributing firm, handles any and all types of coin operated equipment. There is also a very fine service department equipped with precision instruments and staffed with expert mechanics. Armos commented on the tremendous new interest shown in the coin machine business. He said: "Every day new people come in who wish to enter the coin machine business. We are besieged with inquiries how best to go about it. We use great discretion in advising them. While there is plenty of room for new blood, we only encourage those who can be a credit to the industry and to themselves." Another interesting development is that old operators are becoming increasingly aware of the necessity of keeping up-to-date. To quote Al Armos: "We have become a veritable disseminating center for new information about improved methods of operating. It is a very healthy sign for the business as a whole."

Armos plans to leave for the East early in February to look over the situation, and get a clearer idea what the prospects are for the future.

A very busy spot is Viking Specialty Co., distributor of Northwestern bulk vendors and of the Gretchen Rotary Cooker. Samples of the new Northwestern De Luxe, and model 33 are now on display at Viking Specialty Co.'s headquarters at 530 Golden Gate Ave. E. M. Dutton, head of Viking Specialty Co., said: "Things are moving awfully fast, conditions are changing rapidly, and we are very, very, busy."

Dick Parina, prominent operator of cigarette vending machines, left on the 20th to attend the NAMA directors meeting in New York on the 22nd.

Cigarettes, of course, have become plentiful and that phase of the business has ceased to be a headache. Now the main effort is to keep old equipment in the best possible shape so it will give adequate service.

But the top news at the R. A. Parinas' is the advent of Richard Francis Parina, who arrived on the 14th of December. Mr. and Mrs. Parina have now two daughters and a son.

Hank Maser and his wife Mary plan to drive East sometime after the 15th. Hank hopes to have some real news upon

PRIZE WINNERS CUTOUTS	
5c Play	Special Thin
Takes in, 1200 Holes @ 5c.....	\$60.00
Pays out 8 Gray, Finished Metal, High Grade Cigarette Lighters, Total Value.....	24.00
Cutouts, 5 @ 50c, 36 @ 25c, Total.....	35.50
Definite Profit	24.50

●
W. H. LEUENHAGEN & CO.

1813 W. PICO BLVD.

EXposition 7162

LOS ANGELES 6, CALIFORNIA

his return.

H. A. Matheny of Peerless Amusement Service, Oakland, had an interesting story to tell. Matheny had been in the business for many years, but when his son Glenn L. Matheny was drafted, and his son-in-law George M. Livingston had to go into defense work, and his own health failed, he sold his route. But after peace was restored, he bought the late Lew Menke's route from the widow, and just recently he acquired Peter Norman's route. One month ago his son Glenn L. Matheny was released from the Army Air Corps, and now the three of them—father, son and son-in-law have formed a partnership under the name of Peerless Amusement Service.

S. F. Operating Co., owned by Jack Kirby and Bill Duffin, have moved from their previous location on Turk Street to much more modern and spacious quarters on Polk St.

Gisela Ney

Portland

Music operators throughout the country helped to celebrate "Wurlitzer Days" Jan. 6th and 7th, when the new Model 1015 Wurlitzer phonograph and accessories were previewed. The event was sponsored locally by the newly organized Oregon Branch of the Clark Distributing Co., West Coast distributors of Wurlitzer equipment.

From all sections of the state, as well as from Idaho and Northern California, music ops and their families trekked to the Marine Room of Portland's Multnomah Hotel to view the first production model automatic phonograph seen here in nearly four years, to renew acquaintance with fellow operators, and to have themselves a time, and that they did. (Some brands of refreshments also not seen here in nearly four years miraculously made their appearance.)

Many new features of the phonograph and auxiliary equipment were demonstrated by Keith Payne, branch manager for Clark in this area, and Johnny Kage, who came down from Seattle to lend a hand and see his many operator friends here. Chief interest was centered around such improvements as the new "cleared-for-action" service feature, which permits easy accessibility to all the mechanism from the front, new lighting arrangements and design, plus noticeably improved tone quality. It is claimed that some 33 major changes have been made in this model.

Operators were told of Wurlitzer's plan to inaugurate an extensive national advertising campaign using magazine and billboard advertising on a large scale to stimulate interest in automatic phonographs as a source of diversion.

The Clark Company's new Portland office is now open after many alterations at 1005 N. W. 16th Ave., and will include complete shop facilities and parts department for the Wurlitzer operator.

Helen Cusson of Jack R. Moore's headquarters announces that the initial showing of the new Seeburg Model 146 phonograph will be held in Portland on Jan. 25th. Dan J. Donohue, Regional District Manager for Seeburg is expected to be present at this event as is Clyde G. Port, Sales Engineer in charge of Field Service, and Joseph E. Kamys, George Gale, now out of the service, is back in the Moore organization, James Canon is the new accountant, and Wendel Bays is the new stock clerk. Helen and Ed Cusson's son Arthur is now at Guinan on the Isle of Samar in the Philippines on patrol boat duty.

Roland Allen, General Manager of Schoen Enterprises, reports that Chuck Carlson is

We Have Available For Immediate Delivery

FREE PLAYS

A.B.C.	\$ 62.50	4 Diamonds	\$ 65.00	Sea Hawk	\$ 52.00
Air Circus	119.50	Glamour	50.00	Seven Up	42.50
Band Wagon	45.00	Gold Star	37.50	Polo	30.00
Big Parade	129.50	Gun Club	79.50	Slammer	64.50
Bolaway	77.50	Jungle	72.50	Snappy	64.50
Cadillac	30.00	Limelight	34.50	Spot Pool	64.50
" Plastic B.	37.50	Mascot	30.00	Stars	67.50
Defense	95.00	On Deck	25.00	Super Six	32.50
Dixie	37.50	Paradise	45.00	Target Sk.	37.50
Double Ftr.	32.50	Playball	47.50	Victory	92.50
5-10-20	109.50	Power House	30.00	Wildfire	47.50
Formation	35.00	Punch	22.50	Zig Zag	64.50

CONSOLES

Mills Jumbo Parade HH. P.O.	\$159.50
Mills Jumbo Parade F.P.	119.50
High Hand, Comb.	195.00

ARCADE

Bally Rapid Fire	\$150.00
Bally Convoy	175.00
Bally Shoot-The-Bull	50.00
Chicken Sam	75.00

ONE BALL

Santa Anita P.O.	\$175.00
Grand Stand P.O.	92.50
Sport King P.O.	275.00

MUSIC

Wurlitzer 41 Counter	\$165.00
Wurlitzer 61 Counter	149.50
Wurlitzer Twin 18, Steel Cab., Rock-Ola Glamour Tone Column with 7	
Buckley 32 Record Boxes, complete	675.00

Give Second and Third Choice. 1/3 Deposit, Balance C.O.D.

NOBRO NOVELTY CO.

(FORMERLY OPERATORS EXCHANGE)

369 Ellis Street

San Francisco 2, Calif.

now out of the Navy and in charge of their night service department in Vancouver, Wash. Roland left on the 21st for Los Angeles vacationing until the end of the month.

Over at Western Distributors, Budge Wright announces that his service department will be leaving shortly for Kansas City to attend Aireon's school for service men, which leads us to believe that something will be cooking with Aireon before long.

Lou Dunis of Portland Amusement expects to be seeing Fred Fields of Seattle within a few days. Fred is the newly appointed representative for Oregon and Washington for the Packard Manufacturing Co.

There has been a heluvan epidemic of flu in the city of Portland in the last few months, and the guy writing this is doing so in bed, hovering between life and death, which somewhat accounts for the uninteresting character of this letter.

Fritz Hall

Seattle

The Row is perkin' like an overheated coffee pot. While the order-takers have little to show except display models, the promise of solid shipments-to-come wafts showrooms like the scent of lilac on a spring day. Everybody knows they're coming but no one's waiting until Delivery Day to prepare. The solid beat of hammers, playing sweet accompaniment to the whirring whine of drills, shelf reinforcements and floor-wall invasions proclaim better than mere words the halcyon days to come.

In rapid-fire order, here's what's cookin': Every third word spoken in Western Distributors is "Aireon" and every saw-stroke brings inches closer the floor space required for housing and maintenance.

Plans are blue-printed and ready; \$25,000 nestles in his check book as Frank Counter awaits work startage on his super new building which will house extensive shop rooms, phonograph records, and a modern appliance department.

Ken Shyvers' \$15,000 studio has been completed in Bremerton. Equipment for the phono master's eye-opening invention is rapidly being installed. In mid-January Ken

will have unmasked his brainbuster.

Carpenters are still beating the boards at Seattle Coin Machine Company in preparation for an enlarged shop.

Ten whirlwind days of remodeling unveiled a lavish display room at Clark Distributing; a lease has been clamped on the entire building; in several months 9,000 feet of flooring will clear for action the phono with the "cleared for action" feature.

Is it possible to double warehouse and counter space without requiring additional footage? The sleight-of-hand artists at Sunset Electric, Columbia Record distributors, not only turned the trick but tossed in a streamlined, production-pronto job as well. With the aid of wheeled carts, orders are rolled in, billed, packed, shipped and received by the customer soon after the ink of his order-pen has dried.

Those who haven't begun tearing down to build are hungrily eyeing every inch of available area, tugging at boxes, and wishing for a Mandrake.

The hot potato of last month is now cool, comfortable, and resting nicely, thank you. If you perused these lines in January's REVIEW, you are aware of the city council's proposed ordinance limiting pin game licenses to 2,000 and how opposition of tavern and restaurant owners torpedoed the proposal into indefinite postponement. President of the Council, James Scavatto, who fathered the bill, departed on an out-of-town trip; when he returned, he discovered an alternate measure had been passed into a city ordinance. A careful reading of the new law convinced Scavatto that it was salutary for the operators; careful questioning of Scavatto by the REVIEW's Seattle representative confirms that opinion.

First, there is no limit to the number of licenses that may be issued. Second, every operator applying for renewal or for a new license will appear before the city council and list his locations. Third, the council will either approve or disapprove; if turned down, the operator has no further recourse because under the municipal licensing code, the council is vested with police powers which ring the bell of finality. Says Council Prexy Scavatto: "Under the old regulation, an operator could walk into the County-City Building and buy 100 licenses, then

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During his recent visit in Southern California Rudy Greenbaum, Aireon Vice-Presy found time to call on one of his distributors, Nickabob Co. Pictured are, left to right: Bill Simmons, Aireon Regional Sales Manager; Willis Benson, Nickabob Office Manager; Greenbaum, and Nick Carter, head of Nickabob Co. and Nickabob Sales Co., Los Angeles and Fresno.

proceed to oust an incumbent's games by offering the location increased commissions. With the new ordinance in effect, the operator applying for one or more licenses—either additional ones or renewals—must tell us exactly where he intends to place the games; if the locations named are already amply provided with pin tables, then his application will be disapproved. No license applications will be disapproved arbitrarily or capriciously; the council will act fairly and impartially."

For fifty-one years Dame Fortune outdueled, outfought and out-maneuvered the Grim Reaper whenever it tried to cast its spell over the Shyvers clan. But three days before Christmas the Reaper reaped. Death of Ken's mother in Des Moines, Iowa, was the family's first in more than a half century. Ken and Brother Loren motored—or, to be literally accurate—iced home for the funeral. "The trip consisted of about 1800 miles on sleet and 400 on good roads," Ken narrated. "When it got rough, we took half the poundage out of the tires and practically drove on flats."

100,000 service men were trying to get home; every kind of kindling that could be made to look like a box was called a "train"; the weather was sub-zero, and everything was breaking—including a coach which snapped in two just before reaching Minneapolis—when Seeburg called and Bert Beutler answered. He sandwiched his official business with a Christmas visit to Mrs. Beutler's Ashland, Kentucky home, but after that Bert was the sandwich victim and it was a close press all the way.

A Victor innovation has turned into a landslide of sales. A short while back the company announced that fifteen hit tunes of years bygone—such as Dinah Shore singing "Blues in the Night"; "Begin the Beguine", with Artie Shaw; Wayne King's rendition of "Josephine"—would be waxed with the same number on both sides. "This was a good-will gesture aimed at the operators," explained Bert Proctor of the local branch. "You've heard the plaint of the phonograph boys: a hit tune on one side, a Class B on the other. The hit tune plays and plays until the record is unplayable, then it's discarded without the other side hardly feeling the needle. The operator will be able to get double play out of those fifteen specials."

It was ten days before Christmas and all through the Inn, all the creatures were stirring (their drinks); there was even a mouse (under the eye of a soldier after trying to scuttle the navy). The Inn was Lockhart's and the occasion a farewell-Christmas party for George Schnabel. Fea-

ture event of the evening was the alleged personal appearance of Jerry Colonna which turned out to be "Three Alarm" Alsdorf hiding his lip behind a black bushel. Puget Sound cohorts presented George with a Ronson cigarette lighter and case. Events transpiring afterward are slightly dimmed by the 90%, which is good enough proof for anybody as long as it comes out of a bottle. A few days later George placed a steady hand on the steering wheel and guided his car to the Southland for a short trip.

We've heard the sad lament of the record jobbers for months and months: no stock today. We've seen lonely shelves craving for companionship of a few discs. Now that reconversion is here, we expected the deluge to pour forth. But did it? Listen to a quick poll of the Big Three: Bert Proctor, Victor: "During the past month there's been less stock, not more—and here's why: more classical albums for Christmas meant fewer popular tunes." Andy Huffine, Decca: "We're getting less stock." J. H. Johnson, Columbia: "Our incoming shipments have been increasing."

Paratrooper Donnie Davis chuted into the shop of Western Distributors after riding the skies of Europe with a winged battalion of dare-Nazi-devils and concentrating for a year in a camp by the same name. Now he joins brother-in-law Vern Preston in Solly Solomon's emporium.

The candy boys are beaming optimism along with the rest of the industry. The first of March increased shipments are expected. By summer the sweet stuff should jam warehousing facilities to the rafters. But right now? Take that knife away, pal; we can cut the gloom without it. The sad fact is that candy manufacturers, having used up their fourth quarter sugar allotment in November, were unable to wrap a morsel in December. Result? The worst shortage ever, war or no war.

Comfortably astride the saddle of his motorcycle, Curly Gohr bounced along the street. The wind whipped at his shaggy mane and poked playful fingers at his billowing shirt. Life was so free, so zestful, so—dangerous! Curly saw the automobile without lights coming at him—and then everything was a black tangle. He recovered from back and foot injuries in time to hie to Los Angeles and join his family for Christmas.

Smiling Jack Moore entered the scene with these words: "The Seattle showing of the 1946 Seeburg Phonograph will be held in our showrooms January 24th. It'll be open house. We're not taking orders now. We're not asking any operator to tie up with our line exclusively. Our policy is: Let

the operator see the '46 machine first, then decide." Jack Moore, still smiling, departed from the scene with these words: "Deliveries of new models will begin in February."

Meet the boys at the revamped offices of Columbia: Al Brosche, "inside man," in charge of incoming and outgoing shipments; J. H. Johnson, ambassador of orders and good will in metropolitan Seattle and Eastern Washington; Morrie Littlejohn, former Victor satellite, covering Western Washington; and Ray Mitchell, ex-radio specialist, at the counter.

Meandering Among the Microbes: a strep germ, looking for something better in life, moved into the abscess class and attacked Vern Preston's throat. After a brief hospitalization, Vern returned fit for shop action. An infectious brother bacteria flued "Three Alarm" Alsdorf and Charley Michael. The beauteous blond shell at Nelson-Michael is walking around with two cracked ribs and a puzzled look. She's puzzled because the why, the how or the when of the ribbing is an enigmatic mystery. No cracks, fellas! Two ribs are enough!

The saga of Bob Chamberlin is the paradox of a story with a happy ending and an unhappy ending. Discharged from the service, Bob returned to Seattle—but only for a short visit. Son "Sandy," aged five, is in California with a recurrent attack of rheumatic fever; medics recommend that he stay in the Southland where Old Sol can perform miracles of healing. So it's hello and goodbye to Bob Chamberlin until early summer when he makes his return permanent.

Top-kick of a local firm reveals some interesting sidelights on discharged veterans and the current period of readjustment: "Some of the boys work out swell, but some—well, after what they've gone through, no one can blame them, although it does make it difficult—but the nervous ones, particularly those who have suffered from nervous fatigue, pose a problem. We had one such chap who was a model of deportment until late in the afternoon when he became tired. Then he verged on hysteria, shouting at the top of his voice, quarreling violently, and generally throwing the establishment into chaos. Some veterans are unable to settle down to one job but keep drifting. Others apparently feel that after the years of privation and sacrifice—and we are sympathetic and try to be as helpful as possible—that they are entitled to start near the top instead of at the bottom. After all, a man coming into a new business—regardless of any war experience—still has to learn the trade."

Coinings on the Cuff: Flash from Disc-land: Normal record production in 90 days . . . Major Ray Pepple, commander of an armored tank corps which steamrolled the Nazis, is now Civilian Ray Pepple, proprietor of a North End Grocery store. Ray formerly opped for Joe Hart . . . Clark Distributing scored a beat on the field by showing Wurlitzer first. Production models held the attention of throngs of operators January 6.

Thelma Oliver is due for discharge shortly . . . A sleeper disc that may awake some morning to find itself a best-needle: Al Dexter's "Guitar Polka" . . . Ex-Counterpart Frank Scanlon is phono-ing for Nelson-Michael.

Bulletin from the separation center: place an "ex" before the name of Navyman Marv Pickett, formerly with Heberling's . . . Ere heading for Cal., Alex Lewis sales-slipped his Tacoma phono route to Harold Fowler . . . A holiday visitor: Rudy Peterson, back from Pendleton, Oregon, where

(See SEATTLE, Page 79)

Aireon

For the only really post-war Automatic Phonograph with completely new eye-appeal, player-appeal, and freedom from mechanical trouble.

Aireon's
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WILL BE DISTRIBUTED BY
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Aireon

COIN
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Denver

The showing of the new Wurlitzer Model 1015, January 7th and 8th, by the Wolf Sales Co. marked a new high in the interest of operators. Showings were held in the Denver headquarters of the company; Phoenix, Ariz., at the Adams Hotel; El Paso, Texas, at the Cortez Hotel; Salt Lake City, at the Hotel Utah.

There was a large and enthusiastic turnout of operators at each of the cities, and they were all highly pleased with this new Wurlitzer Model 1015 and auxiliary equipment.

Buffet lunches were served to the operators at all of the showings.

The company already has new locations in El Paso, Phoenix and Salt Lake City, where offices are being opened. Buildings are in process of being remodeled and will be ready very shortly.

The branch manager at El Paso, Texas, is J. E. Briggs; at Salt Lake City, C. K. Dart; at Phoenix, J. C. Confer. And they are all on the job awaiting completion of the offices.

Warren Heberling, Field Service Representative and Howard Hold, Service Manager, were sent to the Wurlitzer factory for schooling on the new Wurlitzer Phonograph and remote control equipment.

In Denver, the show rooms have been remodeled, newly painted and fluorescent lighting installed throughout. The front of the store building is also to be remodeled as soon as materials are available.

Robert Talpers, who recently returned with the rank of Captain in the Quartermasters Corps of the Army, is again in civilian life, and has been added to the Wolf Reiwitz staff, in the accounting department.

Mildred Simon has joined the office force of the company in the capacity of stenographer, and Harold E. Naeb has been added to the service department.

Nicely settled in its new quarters on Welton St., Modern Distributing Co. has everything ready and waiting to go as soon as new goods arrive. There is ample space in the new quarters for all departments of the business to be conveniently and efficiently handled.

The company is anxiously awaiting the arrival of the new Rock-Olas, which it declares is one of the BEST—and ALL NEW—except the name. Many orders are on file awaiting arrival of the machines and a big business is expected as soon as they come in.

E. H. Cahill, formerly with Modern Distributing, has now returned to Denver after serving over four years in the Navy. His associates declare that despite his size (he is tall and quite sizable) he escaped without a casualty during the entire time of his service, with the exception of a bump on his head occasioned by dodging during an attack.

Leo Negri said that all told seven men from the Modern Distributing Co. force had been in the armed services and that all of them have returned. Frank Mazzone recently returned to his post after a vacation of two weeks spent at his home. Fred Yoshoioka, head of the service department is the proud father of a baby girl who arrived just one day ahead of Christmas.

W. E. Walker of the Walker Music Company reports that he is now nicely located in his new quarters, formerly occupied by Modern Distributing, and that he now has an assistant in the business, Neal Tait, who has just returned from the Merchant Marine and has made up his mind that he wants to work for a music company.

Walker also reports that he has recently put up a brand new sign on his store.

Mrs. Nilla King, partner in the Blackwell Distributing Co., reports that the firm is getting prepared for a big business in the future, but that up to the present they are still awaiting new show models of the Aireon Automatic Phonograph. As soon as they arrive, invitations will be sent out to the trade.

Frances Conrey

Gutshall Planes East

LOS ANGELES—Jack Gutshall of the Gutshall Distributing Co., TWA'd out on January 9th for a three-week visit to most of the key cities in the East and Middle West in behalf of the phonograph records the Gutshall organization distributes. Jack expects to appoint several distributorships and will visit Chicago, Indianapolis, Washington, Philadelphia, New York, Boston, Kansas City, St. Louis, Memphis, Birmingham, Macon, Dallas and Houston and many others.

He intends to be on hand in Kansas City January 21st for the Aireon instruction school and will be joined then by Mrs. Gutshall who will accompany him on the balance of his trip. Jack also plans to spend some time with Senator Capehart in Washington.

Osborn Turkey Turns

OAKLAND—It was a nice Christmas for DeLoss Osborn, of Osborn Distributing Co. Among the many gifts he received was a beautiful lighter from Bob Walker, Aireon president, whose line DeLoss will distribute in Northern California. But Aireon went even further. They sent DeLoss a big Christmas turkey which arrived at his local address while he was in Los Angeles for the holidays. After four days the Express delivered a very smelly bird to a friend of Osborn's who did the kind thing and buried it.

AMI in Capri

CHICAGO—Doc Eaton, general sales manager of AMI, recently received a photograph of an automatic AMI musical instrument being serviced on location in an Army Air Forces Rest Hotel on the Isle of Capri.

Photo arrived from Major Ira T. Byram, prominent coin machine man of Washington, D. C., who took it with a captured German camera. "Just proves AMI skirts the globe," wrote the Major.

Lesnick Opens Branch

BALTIMORE—Musical Sales Co., Seeburg distributor in Maryland, Washington, and Virginia, announces the opening of a branch office at 415 West Broad Street, Richmond, Virginia. The branch will be headed by Dick Lawrence, former Navy officer. The service department will be under the direction of Edgar Thorn.

According to Mack Lesnick, head of Musical, the new building has 35,000 square feet of space and affords complete service, showroom, and warehouse facilities.

\$1,000 A Drink

LOS ANGELES—Loud has been the complaints about drinks at a buck or a buck-fifty and two bucks on New Year's Eve but louder will be the wailing if Jack Gutshall takes a drink of hard "likker" betwix now and March 1st, for if he does that single drink will cost him a cool grand.

Here's the story—and exclusive, too! Bill Simmons has bet Jack a thousand dollars he can't last until March 1st. Jack contends he can and has pledged his thousand. At this writing he is doing right well on milk and coffee. Will it last? Watch this column for late reports.

Washburn With Capehart

LOS ANGELES—Chas. E. Washburn has been appointed Regional Sales Manager for the new Capehart phonograph and accessories to be manufactured by the Packard Manufacturing Corp. Washburn will have the states of California, Arizona and Nevada.

According to Gladys Washburn, the new Pla-Mor boxes will be ready for delivery immediately and the new phonographs are expected about the first of April.

The Washburn organization expects to move to their new building on March 1st. Carpenters and painters will start remodeling and modernizing work the 1st of February. New building will be used for showrooms, offices and distributing headquarters for new lines. The present quarters will be retained and will be used for jobbing marble tables, consoles, slots and other coin-operated devices.

Eaton Has Snake Rings

CHICAGO—Doc Eaton, personable general sales manager of AMI, is a collector of snake rings and is said to have one of the finest collections in existence.

Almost all of Doc's snake rings are of solid gold combined with solid platinum. In seven trips around the world, he was able to buy specimens for his collection, which numbers several hundred, in Honolulu, Hongkong, Canton, Cairo, Ceylon, Calcutta, and in fact all the great cities of the world.

New Instrument Metal

OREGON, Ill.—The musical instrument of tomorrow can be pushed around easily by the frailest of individuals, according to a claim of John Parnham, of the Schiller-Cable Piano Co.

Parnham said the post-war instrument will be made with an aluminum-alloy plate, instead of the orthodox cast-iron plate, reducing its weight about 75 pounds. New process, he said, is borrowed from a construction secret of the B-29 bomber industry.

Sandler Building

DES MOINES—Irving R. Sandler, distributor for Aireon Manufacturing Corp. in Iowa, Northern Nebraska, and Northern Missouri, is having a new building constructed at 110 Eleventh Street, Des Moines. All of the latest display, shop and testing equipment will be included. The company is temporarily located at 317 Eighth Street.

Martin Stanton, a former Mayflower man, will be in charge of the service department. Sandler announces that the firm will have a veterans' employment program. Sandler was formerly the sales manager for the Mayflower Distributing Co. of Des Moines.

New Coin Changer

CHICAGO—The Johnson Ferre Box Co. is offering manufacturers a new-type coin changer called the Harris Coin Changer. The machine, designed to become a part of a vending machine, will both vend the product and give the proper change. Accepting nickels, dimes and quarters, change is given in the form of nickels in order to encourage further insertions during the day.

Salesmanager Appointed

NEW YORK—Standard Phono Co., manufacturers and sole distributors of the Standard label records, has appointed J. Cameron Gordon as general sales manager.

Gordon has considerable experience in the field having been former sales manager for RCA Victor distributors in New England for a number of years.

THOROUGHLY RECONDITIONED AND READY FOR LOCATION

ARCADE EQUIPMENT

1 Smile-a-Minute	\$ 450.00
2 Talkie Horoscope	125.00
3 Anti-Aircraft	59.50
1 Keeney Submarine	165.00
1 5c Chester-Pollard Golf	65.00
2 5c 3 col. Card Vendor	35.00
10 2c Muto. Card Vendors	19.50
4 5c Mills Peek Machines	93.00

1 Sky-Battle	175.00
1 X-Ray Poker	70.00
1 Super Bomber	245.00
1 A.B.T. Six Gun Aromatic Rifle	
Range	1995.00
2 Mountain Climber	75.00
1 Drivemobile	295.00
2 Skyfighters	275.00
1 Ace Bomber	255.00

1 Stamp Vendor Roll	39.50
1 Scientific Baseball	67.50
1 Wind Jammer	45.00
2 Seeburg Astrolograph	34.50
5 1c. Exh. Card Vendors	22.50
1 1c. Exh. Fist Striker	55.00
1 Exhibit Punching Bag	135.00
1 Rainbow Pencil Vendor	45.00

ONE BALL PAYOUTS

1 Longshot	\$295.00
2 Grand Stands	65.00
1 Stables	27.50
8 Mills Q.T. Pin Tables	27.50

2 Fortune	155.00
1 Stepper Upper	65.00
1 Winning Ticket	75.00

MILLS	
2 4 Bells 5c	\$575.00
1 Mills Square Bell	85.00

JENNINGS

CONSOLES

1 Liberty Bell	\$ 19.50
5 Pace Saratogas	95.00
1 Cigarolla V-Model	125.00
1 CailleMusical Dewey	65.00

SLOTS

MILLS	
1 50c Gold Chrome	\$450.00
1 5c War Eagle 3-5 pay	175.00
2 1c Twin Jack Pot	25.00
10 1c, 5c Gooseneck Ass't	20.00

PACE	
16 1c Bantams, S.J.P.	
JENNINGS	
1 25c Victory Chief	\$385.00
1 5c Century, D.J.P.	

FREE-PLAY GAMES

Majors "40"	\$19.50
Play Ball	55.00

Zig Zag	75.00
Paradise	35.00

Polo	32.50
------	-------

Follies	25.00
Big Chief	30.00

PARTS

Complete stock of parts, let us know what you need, we can fill it. \$15,000 stock Container Salesboards at Lowest prices.

We manufacture merchandise sales boards.

5c—1000 Hole Hand Dipped Chocolates	
5c—1000 Hole Nudie Doll Deal	
5c—1500 Hole Western Deal	

Costs Operator

\$25.00

Sells to Dir.

\$32.50

Takes In

\$50.00

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250 South State St.

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Salt Lake City, Utah

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SEATTLE

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he ran a music route.

How tempus does fugit! A half dozen years ago he was a wisp of a lad who helped his dad and repaired radios. Today Sammy Michael — swarthy and broad-beamed—is out of the navy and servicing phonos for Paul Lewis . . . Chet and George Heberling are no longer gentlemen farmers—they're still the first half, they claim—after disposing of their Bellevue fruit-chicken-cow holdings for fifteen thousand smackeroos . . . Most folks returning from California sing paens of praise about the Sunshine State; after days of rain and washed out roads, George Schnabel says: "Just between you and me, I think California is lousy."

Sgt. Louis Karnofsky

Salt Lake City

Intermountain operators are busy with their tax and license renewals at this time which makes for not over-much activity for the time being. As soon as the new licenses are issued and the boys know just what the license will be in certain locations where it looks like there might be a change, they will then know what equipment they can afford to obtain, according to R. F. Vogt of the Vogt Distributors.

Heminway and Moser reports that John Moser has been home ill with a heart attack for some time but is nicely recuperating now. Fred Murphy, in charge of retail operations for this organization, is

just in from a trip through the territory according to assistant manager Ralph Cracroft.

Warren I. King, in charge of the Heminway and Moser Cigarette Vending Department, has just returned after 18 months in the Navy and resumes the position in the company he previously held.

Major Laury Cracraft, here after 4½ years in the Marines, put a broad smile on the faces of his father and family upon his return New Year's Eve.

Fred Holden has placed James A. Holden in charge of Ogden, Utah, operations in the place of Ed Lewis who resigned recently.

Milo Nichansky, operator of the Canteen Service, reports that Ron Heiner has gone to Wichita to operate the Canteen business there, which he just recently purchased. Nichansky also reports that business is picking up since the holidays.

J. H. Rutter of the Rock-Ola Distributing Co., has been quite ill with the flu.

John Davies, who had been with the Yellowstone Specialty Co. for 20 years prior to going into the Armed Forces, came back from France to take up his management of the Service Department again.

Manager Douglass reports that they expect the new Mills Black Cherry Bell slot machines in for delivery within a week or 2 now, and have a sample on the floor on display. This is a new machine since the war.

The Stewart Novelty Co. reports manager Sid Stewart has gone into California for a business trip. George Booth is now the new sales manager for this company,

having been with Stewart for several years as a salesman in the Western States, according to Mrs. M. Nuttall.

Dan Stewart, who has charge of the Reno, Nevada Casino, is also in California, to meet his brother Sid.

Ray Samuelson, service man for Victor Ball, burned his hand during the holidays on his Christmas Tree lights and was home for a few days.

E. W. Combes, manager of Victor Ball Co., expects to go into California soon for the winter, with his family.

Viola B. Hutton

Pair Visit AMI Plant

CHICAGO—Recent visitors at the Automatic Instrument Co. factory in Grand Rapids were DeWitt (Doc) Eaton and James Mangan. There they inspected the new AMI phonograph and conferred with factory executives including General Manager Harold E. Atchison and Director of Purchases A. G. Bowen. Doc is General Sales Manager of AMI and Mangan, of Mangan & Eckland, is advertising and public relations counselor.

Hard Candy Popular

NEW YORK — The scarcity of candy bars has caused candy vending machine operators to turn to packaged hard candies in order to fill their machines. Operators report a good reception to this substitution. In fact, the reception has been so good that it may result in the reservation of one or two columns of the machines for packaged hard candies even when bars are again plentiful.

Red Hot NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRIZE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES: Although samples are now being displayed in all of the key cities, distributors are reluctant to set any delivery dates. Manufacturers who did set January delivery dates are blushing, for strikes and minor shortages are still troublesome. It is believed that the crest of strikes and threats of strikes arrived in mid-January and the wave will continue through the first quarter of the year. Washington big-wigs think that from April on, the nation's industries will be back at work, settled down to high production. Sporadic strikes will pop all year, but in the national picture they will be minor. Bottleneck in coin machine manufacturing is the seemingly little parts that don't amount to much, but which are essential to the finished product. This is serious, but not catastrophic. There is no indication that the stoppages will become cumulative to the point of paralysis in our Industry.

PHONOGRAPHS: The order taking continues but no deliveries are being made. First samples reflect a continuance of the 20 and 24 record policy of pre-war years. However, Phono Manufacturers are ready for anything new that might catch on. The announcement of a 50-record Swedish instrument in our last issue smoked out the information that several of the present manufacturers have models with added capacity ready for production but they're waiting for someone else to prove the market. If they are successful, the others are ready to give them immediate competition. Price Structure on the new instruments bears out our previous predictions -- a range of from \$650 to \$850 per unit. Packard expects to have a phono ready by April and Williams Manufacturing is reported to be ready in June or July. Two dark horses are still keeping their plans in mothballs. It's a cinch that all of the phonos produced this year won't begin to fill the demand and orders on hand. Demand for new phonos won't be filled until late '47. Little likelihood of any export of brand new phonos before '48 for distributors will cater to home market first.

VENDING: There is a terrific amount of activity in this field and some revolutionary new Vendors will be announced in the months to come. Hot Dogs, Hamburgers, Toasted Sandwiches, Coffee and hundreds of other items will be automatically vended. Tests reveal a good acceptance on some of these machines. However, most of them will require a specialized operation and old line operators will stick to vending the non-perishables such as cigarettes, gum, cookies, etc. Candy, via refrigerated vendors, is also just ahead. In Soft Drink Vending a tremendous outburst of new machines merely awaits an adequate supply of sugar. Cigarette Machines will lead off vending deliveries. Samples are now being shown. Most manufacturers feel no need for rush on Candy Vendors because of the sugar situation. Our last month's prediction still holds . . . adequate stocks will not be available until 1947.

RECORDS: The dollar disc is about ready to bow out. Shellac supplies and adequate labor sounded the death knell. The dollar disc boys know it and are planning to drop to popular prices to meet competition. A lot of casualties will be noted in the record field in the next six months. The Independents with a good record of performance will stick. The shoestring boys will bite the dust.

USED EQUIPMENT is still selling strong and trade-in allowances are fair. Distributors are far-sighted in handling used stuff and will utilize the foreign market to rid the country of used machines as new machines make their appearance.

An Announcement By

THE PERSONAL MUSIC CORPORATION

We are now the exclusive manufacturer and national distributor of the

PHONETTE

We now own or control all the rights to this patented "Measured Music Box" and the registered trade mark:

MEASURED MUSIC

We are proud to introduce the beautiful new Model "D" Phonette . . . a marvel of Electro-Acoustical Engineering . . . developed in our own laboratories by one of America's foremost design engineers.

These superbly modern styling innovations and startling new technical features spot-light the Model "D".

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- ACOUSTICURVE CABINET
Welded Steel
- MIRROR CHROMIUM FINISH
Entire Cabinet . . . 10-Year Plate
- PLEXIGLAS INSTRUCTION PANEL
Approximately $\frac{1}{8}$ inch Thick
- REAL EDGE-LIGHTING
Soft . . . Legible
- TONE DEFLECTING GRILLE
Strong . . . Tamper Proof
- CONCEALED COIN DRAWER
Extra Large Capacity
- VERTICAL COIN DROP
Accessible . . . Sanitary
- EAR-BALANCED TONE
Mellow . . . Clear
- PEREAC VOICE CIRCUIT
Absolute Impedance Matching
- MOTOR ACTUATED SWITCH
Failure-Proof Contacts
- SIMPLIFIED MAINTENANCE
Highly Accessible Mechanism
- SIMPLIFIED INSTALLATION
Fewer Wires . . . T-Connectors
- PHONETTE LOCATION AMPLIFIERS
Perfectly Matched
- CENTRAL STUDIO AMPLIFIERS
Completely Coordinated

You, too, can participate in this spectacular new trend in coin-operated music!

WRITE

PERSONAL MUSIC CORPORATION

Los Angeles Office

808 South Vermont Ave. (5) Room 2

Home Office, New York City

1697 Broadway (19)



Aubrey Stemler

Stemler To Build PASC Membership

LOS ANGELES—At a special meeting of the officers and the Board of Directors of the newly formed Phonograph Association of Southern California held in the offices of Director Jay Bullock on January 18th, Aubrey Stemler was retained as Field Organizer in a new program designed to enlist at least 90 per cent of the music operators in Southern California.

Stemler is an old timer in the music business, having been associated with several leading organizations in the jobbing and distributing field. His acquaintance includes practically every music operator on the Coast and PASC feels particularly happy in being able to obtain his services in furtherance of their organization plans.

Speaking of the program of the Association, proxy Dick Gallagher, Santa Ana, said: "Our aims are to create better understanding, promote fair trade practices, lessen cut-throat competition and fight unfair and confiscatory taxes by municipality and State."

Stemler was unanimously selected by the Board and Officers who agreed that he is the best man for the job. "We feel Aubrey knows 'em all and will be able to adequately explain our constructive and beneficial program," commented Jay Bullock.

PASC officers are: Dick Gallagher, President; Sammy Ricklin, Vice-President; Walter Swartz, Secretary-Treasurer. Board members are: Jay Bullock, H. D. McClure and Del Cluff.

2 New Wire Recorders

CHICAGO—Highlighting a special meeting of all Armour magnetic wire sound recorder licensees in Chicago January 11th was the first unveiling of two units developed by the Armour Research Foundation of Illinois Institute of Technology as a part of its service to licensees.

The first of the two models to be demonstrated is a small, inexpensive recorder, known as the Camras Transitional Model, which is designed for installation in home radio receiver sets. Built of standard parts, it is believed that this recorder can be produced in quantity at low manufacturing cost. It occupies only about half the space of a standard disk record-changer, being 6 inches by 12 inches, and features a high-speed re-wind.

This unit is so designed that the large take-up spool can be used as a turntable for a disk record if desired, in combination with the magnetic recording and reproducing feature. Operating at a wire speed of two feet per second with a high fidelity response of up to about 7500 cps, this model can provide up to an hour's continuous recording without change of spool.

Another new development is a so-called Demonstrator A, incorporating a high-speed rewind and a fidelity equaling that of the finest available electrical transcriptions.

Examine This INDEX TO ADVERTISERS

These Advertisers represent the Leading Jobbing, Distributing and Manufacturing organizations in the Coin Machine Industry. Alert—Progressive . . . you'll enjoy doing business with them.

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ADVERTISERS ARE REPRESENTED IN
THIS ISSUE OF THE REVIEW . . . MORE
THAN IN ALL THE OTHER MONTHLIES
COMBINED. WHY? RESULTS COUNT!

THAT'S THE ANSWER

BARGAIN Mart

5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING

We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: Citrus 2-2261. (TF-C)

CIGARETTE AND CANDY

Vending Machines—All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

CORRESPONDENTS WANTED

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsworthy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

PRECISION REBUILT

5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (DJF-P)



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SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service

1070 Thompson St.
Glendale 1, Calif.
Tele. Citrus 3-3721



WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

DEVIE DEVLET

is paying 14c each for used records of the fourth grade up. On this Sixth Business Anniversary Devie expresses his thanks to distributors on Pico and Washington Boulevards and to operators throughout the State. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Cal. Telephone: Monrovia 3241. (FMA-P)

FOR SALE

1 Gottlieb Skeeballette, in perfect condition, \$75.00; crated, F.O.B., or trade for Skeeball, any make. DECATUR SKEEBALL CO., 511 Central, Decatur, Illinois. (DJF-P)

BALL GUM SUBSTITUTE

Many operators are now using Glass Marbles; can still supply, Barrel 50,000, \$54.50; keg 21,000, \$23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, \$9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

CHOCOLATES

Fruit Cake, Gift Chests, Cigarette Lighters, Billfolds, Razors, Dolls, Bears, Scotteries, Vanities, Cedar Chests, Portable Bars. Immediate deliveries. DELUXE SALES CO., Blue Earth, Minn. (J-C)

WANTED

Broken Scales for Parts—all makes. Also Scales in GOOD order. Cigarette Venders—Nationals preferred. HEINEMAN, 656 Selden, Detroit 1, Mich. (JFM-P)

FOR SALE

24 Bally cup drink vending machines in good working condition—\$250.00 each. BOX 760, c-o THE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (JFM-P)

CHARMS

Packed in gross lots. 25 gross, 75c per gross; 50 gross, 70c per gross; 100 gross, 65c per gross. 25 penny Hershey bar Vendors, \$2.00 each; 15 penny Automatic Store Vendors, \$2.00 each. Send full cash with order. J. A. BARRON, 109 Jenkins St., Houston 3, Texas. (FMA-P)

FOR SALE

Route in Southwest Louisiana. Automatic Pay Machines, Slots, Consoles, Victrolas. Operating for eight continuous years. Present rate of take-in should pay for itself in about 15 months. Owner has other business. BOX 765, c-o COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (F-P)

FOR SALE

Peanut Machines, 1c and 5c combinations \$7.00; 1 cts. Snacks \$15,—rebuids. Also 1c machines for sale reasonable. Wanted: 1c Master. BERGEN VENDING, POB 322, Englewood, N. J. (F-P)

FOR SALE

8 pinball machines; 1 View-O-Scope; 5 Grippers; 1 Shocker, electric; 15 Buckley Wall Boxes; 1 Seeburg Envoy Phonograph; 1 Playmaster and Spectrovox; 1 Commando, been in fire, converted to Playmaster with Speaker; 1 Super DeLuxe Rock-Ola. W. V. SWINT, 1440 Bonham Street, Paris, Texas. (F-P)

POSTAGE STAMP MACHINES

For sale: seven Shipman Triplex (latest model) brand new, \$40.00 each, FOB. Will sell separately. STOUT, 4960 Drexel, Chicago 15, Ill. (FMA-P)

NEW EXHAUST FANS \$35.00

Will remove smoke and foul air quickly from taverns, nite clubs, etc. Eighteen inch size, 1/4 H.P. General Electric motor. Write us your needs. A fan for every purpose. K & S MFG. CO., 5547 S. Kenneth, Chicago 29, Ill. (F-P)

FOR SALE

40—1c book match counter vending machines. New. Lot \$80. Sample \$3 prepaid. THE CHOCOLATE VENDING CO., 1722 Excelsior, Oakland 2, Calif. (F-P)

COIN WRAPPERS

5c, 10c, 25c. Any quantity 65c per 1000. Tubular, heavy duty, guaranteed the best. F.O.B. San Francisco, Portland, Seattle. ASSOCIATES, 1797 Union St., San Francisco. (F-C)

COIN
MACHINE
REVIEW

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FOR
FEBRUARY
1946



**The Nation's Leading
JOBBERS,
DISTRIBUTORS and
MANUFACTURERS**

are represented in this issue.

Why?

**REVIEW ADVERTISING
BRINGS RESULTS!**

**Schedule Copy Now for
the March Issue**

It's
SEEBURG
That Clicks
—for '46!

Exclusive Distributors

for

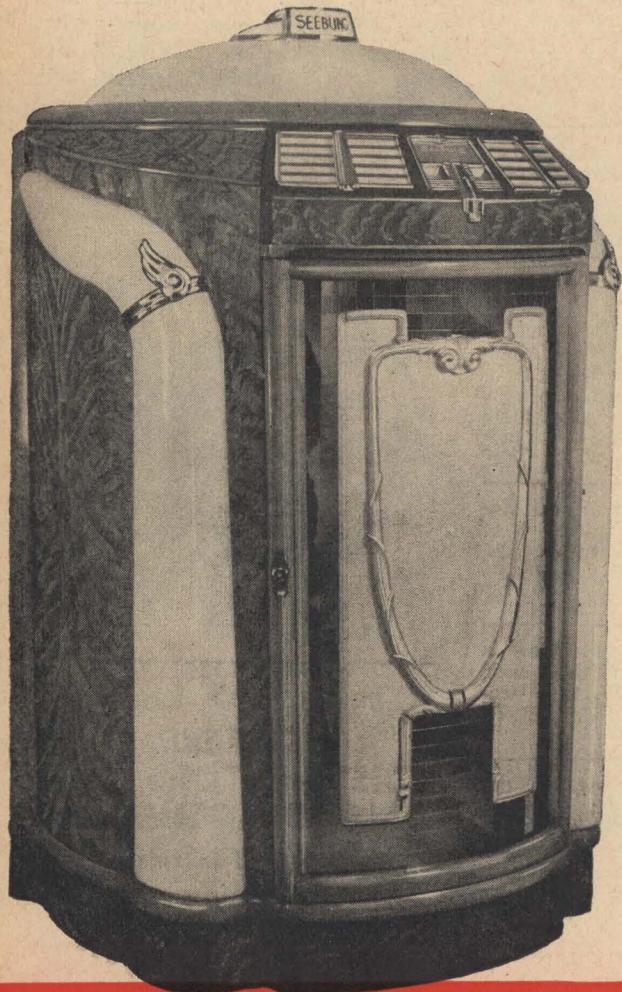
J. P. Seeburg Corporation
in
SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA

It's
SEEBURG
That Clicks
—for '46!

It's Here - - - NOW!

The 1946 **SEEBURG "146"**

THE NUMBER 1 PHONOGRAPH OF 1946



New - - -

from the ground up. Not a re-hash of an old model, but instead a brand new phonograph—new appeal—new interest—new easy-to-operate features AND above all - - - SCIENTIFIC SOUND DISTRIBUTION!



The new Seeburg Music Systems are now on display in our showrooms. We invite you to come in and see this new phonograph, three wired, and wireless WALL-O-MATICS and a demonstration of the new Seeburg Proven Method of Scientific Sound Distribution.

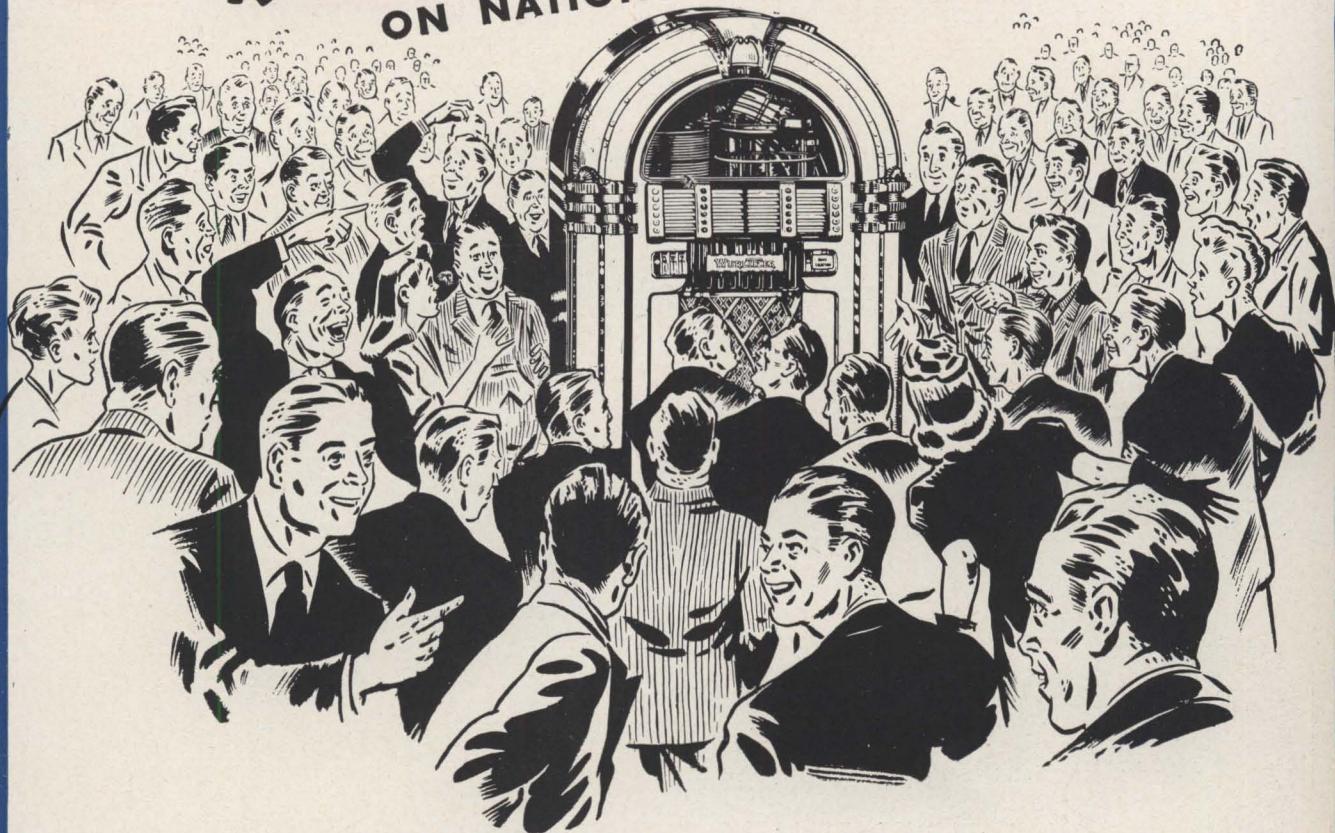


MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

*Seeburg
Phonographs*

NEW WURLITZER MODELS GET
ROUSING RECEPTION
ON NATIONAL WURLITZER DAYS



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"Wurlitzer has done it again. Not only maintained but extended its leadership!" That was the verdict of every Wurlitzer Music Merchant who visited our showrooms on National Wurlitzer Days.

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GArfield 0427

PORTLAND
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200
5-5

Need Financing?

General Music offers a financing service designed to competently serve operators in a confidential and dignified manner and based upon the needs of the operator and experiences gained through an intelligent handling of the financing of hundreds of operators in the past months and years.

Here is a service so exacting in its coverage, so excellent in its special features, and so comprehensive in scope, that you will appreciate its many phases when the program is laid in front of you.

Whatever your financing problem might be . . . a route expansion . . . buying out a competitor . . . the purchase of new equipment . . . expanding your services . . . we can be of help and we'd appreciate an opportunity to "place our cards before you."

4 ROUTES FOR SALE

\$30,000. — \$36,000. — \$100,000. — \$120,000.

All of the above routes are active and producing, and all are in the state of California. The \$120,000 route embraces Consoles and Music; the others are all Music. Records are open for inspection and all four are well priced for ready sale.

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for
BUCKLEY BUILDS BETTER

It won't be long before the inventive genius that is BUCKLEY will be ready for the Music Operators. We can promise you some startling innovations. It's good business to SEE THEM ALL and COMPARE before you decide. Be sure to check on BUCKLEY. You'll be glad that you did!!!

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